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The National Underwriter

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THURSDAY, OCTOBER 21, 1920

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The National Underwriter

LIFE INSURANCE EDITION

Twenty-Fourth Year No. 43

CHICAGO, CINCINNATI AND NEW YORK, THURSDAY, OCTOBER 21, 1920

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Time for Life Salesmen to Go Back to Work

Days of Easy Selling Are Over and Business Will Be Harder to Get From Now on—More Systematic Salesmanship and Cold Canvassing Will Be Required

BUSINESS is not being written so easily now as it was a few weeks ago. General agents and company officials are sending out optimistic literature to the men in the field, and in various ways trying to keep up production, but the plain truth is that there has been a falling off in business and that it is not so easy as it was to line up prospects now as it was. This does not mean, however, that there is going to be a decided drop in production, or that people are going to stop buying life insurance. But it does mean that the average life insurance salesman will now have to revise his selling methods to a very large extent. Agents who have been riding along on the wave of general prosperity that has swept the country for several years will have to get down to bedrock and face the realization that from now on it is going to be harder to sell life insurance, and that in order to produce the same volume of business that has been written in the past, more work will have to be done and more calls made.

Will Have to Call On Different Set of Prospects

Quite naturally, life insurance salesmen have been following the line of least resistance. Even the small fellows have been reaching out for the big business. Applications have never been written as easily as many writers have tried to make life insurance men believe, but at the same time the tens, twenty-fives and fiftys have poured into the life insurance home offices in a manner never before equaled. There has unquestionably been a big volume of easy business. As a class, life insurance men have been chasing the big prospects and those who might have been written for ones, twos and fives have been passed up as being too small. Now it is going to be different. The great class of small prospects that has been developed will be given some attention. Commodity prices are coming down. The smaller man with a fixed income is going to have a little more surplus cash in his pockets than he has had in several years. As a contrast, the man who has been making big money, the speculator, the profiteer, the financier, who has reaped big profits for some time, is going to drop down to a lower scale. The so-called big prospect is going to cease to be a prospect at all, and the big field for life insurance will be among those who can purchase one and fives and tens. This field is all the larger now for the rather simple reason that it has been very largely neglected during recent years.

Will Have to Work Harder for Business

There has been less systematic salesmanship in life insurance during the past year and a half or two years than in the preceding ten years. Life insurance salesmen have not felt the necessity of making a specified number of calls or of seeing a certain number of people every day or every week. Their

selling methods have been more or less haphazard. It has not been necessary to get out and dig. An almost aimless system of calling has yielded a satisfying volume. This is no longer the situation. In order to get a respectable volume of business, life insurance salesmen will have to get right back to the old basis of seeing a certain number of prospects in order to land a certain number of applications. From now on the life insurance man who does not make at least as many calls daily as he did before the war is not going to write even as much business as he did before the war. This process of hitting the high spots and skimming the top is about over. Life insurance men will now have to go to work. It is not assumed that they have not been working, but it is a certainty that they have not been working as hard lately as they did several years ago. For some time it has been a case of "Everybody is a prospect." This is no longer true. Everybody is not a prospect today. Conditions are changing rather rapidly, and those who were good prospects a few months ago would today be regarded as undesirable by life companies owing to changed financial circumstances.

Straight Canvassing Seems To Be Out of Style

It is quite easy to regard present conditions as normal, but the life insurance field today is in anything but a normal state. For instance, cold canvassing has just about gone out of style. Life insurance men, as a class, have been able to get plenty of business without resorting to straight soliciting. Straight soliciting is not the pleasantest task in the world, and has been avoided because it has been easier to get

business other ways. This year the Metropolitan Life will write in Chicago (ordinary and industrial) \$100,000,000 of business. Yet the so-called regular life insurance men in Chicago never meet the Metropolitan in competition. So far as they are concerned, they are hardly aware of the company's existence. Its men operate among a class of people that the salesmen for most ordinary life companies do not reach. Yet what a vast field there is among people who can purchase \$100,000,000 worth of life insurance in a single year from one company.

Will Probably Be Small Drop in Business

Because business is going to be harder to write it does not necessarily follow that there is going to be a drop in production. There are more prospects for life insurance than ever before. Thousands of those who are in a position to buy life insurance and could be sold if the subject were presented to them, have never been solicited by a life insurance salesman. Most life insurance men have been after bigger game, and have passed by entirely the great army of men who can and will buy smaller policies. In order to keep production up, it will be necessary only for the life insurance salesman to give less attention to the class of people from which he has been getting a good volume of business, and to devote his time to the smaller man, capable of buying smaller policies. The life salesman who keeps up his volume will sell more policies for smaller amounts. Such a change cannot take place suddenly, but it is just as well for the men carrying the life insurance rate book to realize that the change must be made.

The man who is not willing to adapt himself to new conditions or who cannot see that a new situation now presents itself is going to suffer a decided business slump.

Need of Working Full Week Apparent

What life insurance men need now is a 44-hour working week. The whole trouble with labor today is that the salaried man is not giving a full day's work for a full day's pay. This is also true of the life insurance man, but in declining to work a full day, he is simply cutting down his own salary. The salesman who can keep going can keep up his enthusiasm. The life insurance man has reached a dangerous point when he does not know what to do next. He should never be without a list of people to see. When a life salesman reaches his office and after looking over his mail, finds that he has no particular list of prospects to see that day, he can very quickly convince himself that there is no use working, and that the thing to do is to relax and take a little recreation. A life man should never let himself run out of prospects. Time spent in getting up a list of people to see is not time wasted. The man who is without such a list is bewildered, uncertain and discouraged.

Must Get Down to Calling on Strangers

Sooner or later a life insurance salesman must realize that the foundation of success in the business is calling on prospects. There is no short cut to a big business. Perhaps in unusual times such as those that have just been passed through, life insurance men can roll up a big volume without operating on any particular system, or without working very hard. But such a condition is temporary. It soon passes. After a time the life insurance man who stays in the business must face the fact that in order to keep on selling life insurance, he must keep on calling on new people every day and every week and every month. There is no dodging the fact that this program must be adhered to. A salesman may drift along for a time, but sooner or later he will find himself without a satisfactory number of new prospects. The only way to find prospects is to go out and call on people. This is just what most life insurance men have not been doing during the last few years, or at least they have not been doing it on a very large scale. To a large extent it has not been necessary. It has been possible to write business without straight soliciting, cold canvassing or calling on strangers. Now the order of things must be changed. The life insurance man who intends to keep going, who expects to keep up his volume and to make as good a showing as he has in the past, must call on a certain number of new people every day, must get down to writing smaller cases and must realize that the days of easy business have passed.

EXPERT KNOWLEDGE WINS

THE Equitable Life of New York calls attention to a recent incident to show the value of possessing expert information. It says:

"Recently a firm of lawyers in charge of an estate was directed by the court to secure an expert appraisal of some property. They engaged a well-known appraiser, but after the judge asked him a few questions relating to the property he refused to accept his appraisal. A second appraiser was employed, but when put on the stand he also was dismissed as unqualified. The lawyers then secured the best known appraiser in the city, explained that the judge was extremely exacting, and cautioned him to be careful lest his testimony might not be admitted.

Third Appraiser Was Wise

"This third appraiser determined to ascertain everything possible about the property, from cellar to garret—the trend of values in the locality, transit facilities, existing liens, necessary re-

pairs to the premises, etc., etc. When finally he was ready to make his report in court, the first question put to him was, 'Describe the property.' This he did minutely, taking fifteen or twenty minutes for the recital, and enumerating every detail down to the color of the wall paper. When he had finished, the judge said, 'I accept your appraisal. You are the only one of three appraisers able to describe the property.'

Agent Should Know His Line

"The average prospect for life insurance does not require so minute a knowledge of the policy form offered, but if the agent should be asked to describe it and could not do so clearly and convincingly, the prospect would soon lose faith in him. It is wholly unnecessary to commit to memory every clause contained in the contract, but it behooves the agent to have so thorough a knowledge of his wares that he will be prepared for any question before he approaches his prospect."

KARL KORRADY'S PLAN

GOES WITH MISSOURI STATE

Illinois Life's Assistant Agency Manager to Take Charge of Chicago Branch Office

Karl B. Korrady, assistant agency manager of the Illinois Life, at its home office in Chicago, is resigning to become branch agency manager of the Missouri State Life, in that city.

Mr. Korrady went with the Illinois Life in May, 1894, as an office boy, and has been continuously in its service. The company then was a mighty small affair. Mr. Korrady was general factotum, applying himself diligently to the duties of his position. His ability was recognized from time to time, and, fifteen years ago, he was made assistant agency manager, being the second in



KARL B. KORRADY

command in the agency department, Vice-President R. W. Stevens being at its head.

Korrady Is Popular Man

Mr. Korrady has acted as secretary of the agency clubs of the Illinois Life and is personally known to all the men in the organization. He is popular personally, is a hard worker, and has grown with the company. He is held in the highest esteem by the officers and agents. The Illinois Life parts with Mr. Korrady with regret.

Missouri State Going Strong

The Missouri State Life intends to become a big factor in Chicago through its new branch office. It will go out strong for brokerage and group business. The officers of the company are back of Mr. Korrady in the new enterprise and will give him every possible assistance. He will organize an agency plant and establish connections that will be of value to the company. The Missouri State Life is going strong these days and is rapidly forging ahead. It sees a chance to get a real foothold in Chicago through an aggressive branch office. The company has an excellent line of policies, which are attracting attention, both on the part of agents and the public.

On Saturday night the officers of the Illinois Life and the department heads of the company will tender a farewell dinner to Mr. Korrady. Mr. Korrady is highly regarded by his home office associates.

Brice With Phoenix National

Chas. P. Brice, formerly with the West Coast Life, has become superintendent of agencies for the Phoenix National Life of Phoenix, Ariz.

COMMONWEALTH CONVENTION

Agents of Louisville Company Gather at Home Office for Enthusiastic Meeting

At an enthusiastic gathering of agents of the Commonwealth Life, at Louisville, Oct. 7-9, optimism and good fellowship characterized the entire proceedings. I. Smith Homans, actuary and assistant secretary of the company, opened the meeting at a luncheon, followed by an afternoon business session. Short, snappy talks were made by several members of the field force, laying particular stress on the many strong and attractive features of the company's policies, and giving selling plans to which the policies were particularly adapted. D. G. Roach, field manager of the ordinary department, was also very active during the meeting, and to his untiring efforts its success was largely due.

Officers elected by the Commonwealth Century Club, an organization of the agency force, were: President, M. G. Buckner, of Booth & Buckner, general agents at Owensboro, Ky., whose agency produced over \$1,000,000 of new insurance the first nine months of the year; vice-president, R. H. Falwell, of Falwell & Blalock, Murray, Ky., whose agency stood second, with a production of over \$800,000. Marvin C. Alford, the home office agent, was elected secretary. He is one of the recent appointees of the company and has maintained a high standard each month since making a contract.

Entertainment was furnished by a theater party Thursday night and an automobile ride Friday afternoon, followed by a banquet. At noon Friday the members present were the guests of the Louisville Life Underwriters Association at their regular monthly meeting.

Darwin W. Johnson, secretary of the company, presided as toastmaster at the banquet and introduced the speakers, including Judge Matt O'Doherty, vice-president; Judge Homer Batson, general counsel; L. G. Russell, manager of the industrial department, and Dr. W. F. Blackford, medical director. Judge O'Doherty spoke forcefully on the standing of the company and the importance of all doing their utmost to advance its interests, and closed with a splendid exposition of the present condition of the industrial world, warning all to be on their guard against insidious attacks of anarchy and unrest. Judge Batson stressed the wonderful growth of the company. M. G. Buckner, in an eloquent address, emphasized that no man was too big to be a life insurance agent—rather the job was apt to be too big for the man. R. H. Falwell urged those present to keep ever before them the honor of their calling, and not let word or deed cast slur or blot on the great institution of life insurance. Other speakers were T. G. Moren, who has the remarkable record of having written an application each week for 299 consecutive weeks, and Adger Moore of Dothan, Ala.

Closing Up Liberty Loan Work

The Liberty Loan department of the Aetna, nearing the completion of its big task, found opportunity for the first time in several years to gather in banquet. The thirty young ladies comprising the division gave a dinner to Mrs. A. D. Locke, widow of Captain Locke, who met his death in France. Mrs. Locke has also been a member of the department. Some idea of the magnitude of work necessary in connection with President Bulkeley's Partial Payment plan is gained from the fact that the total subscriptions ran over \$16,000,000, comprising over 150,000 individual subscribers. Most of them have paid for and received their bonds.

Clam Bake at Fall River

James N. Buffington, general agent for the Aetna Life and affiliated companies at Fall River, Mass., tendered a clam bake on Oct. 15 to all Bristol county Aetna-ixers. A. R. Robertson of the agency training school at the home office gave a talk on salesmanship and Aetna opportunities. Several representatives from the Boston branch were also present. A telegram was read from Vice-President Remington of the home office.

WANTS INSURANCE BUILDING

Life Manager of Chicago Suggests That a New Office Structure Be Erected There

At the meeting of the Life Managers Association of Chicago, last week, one of the members spoke of the office facilities in Chicago. The Insurance Exchange was promoted primarily for the fire and casualty agencies. Almost all of the local offices are housed in the Insurance Exchange. The member, however, called attention to the fact that it is now very badly crowded. A number of the western general offices of fire companies cannot get space in the Insurance Exchange. Rents in first class office buildings are exceedingly high, running to \$4 a square foot, and even more. This member said that Chicago is destined to grow rapidly and will need more room.

He feels that it may be possible to erect another insurance building so that the insurance offices can get rent at a more moderate figure than they can in other buildings. He stated that perhaps a scheme could be put through whereby some of the life companies would invest in the bonds of such a building. Many of the life offices now need more room and are not able to get it at any moderate price. The western offices of fire companies outside the Insurance Exchange would probably take space in a new insurance building.

Phoenix Life Graduates

Fifteen students were graduated last week from the sales training department of the Phoenix Mutual Life at its home office at Hartford. Addresses were given by President John M. Holcombe, who emphasized the necessity of loyalty to the company; Vice-President Winslow Russell, whose subject was "Loving Your Work," and Vice-President Archibald A. Welch, who spoke upon the dignity of the work of life insurance. A humorous demonstration of the selling of a policy was given by Erroll M. Crawford of Oklahoma and Darrell E. Doyle of Davenport, Ia.

The graduates were: Louis Clarke, Chattanooga; Walter Clarkson, Boston; Erroll M. Crawford, Oklahoma; Allen L. De Vol, Chicago; Darrell E. Doyle, Davenport; S. Morton Gunn, Providence; Arthur W. Hamlet, Louisville; John S. Hassan, Minneapolis; Edwin M. Jessop, Indianapolis; J. Norbert McGaugh, Olean; Edwin E. Rector, Cleveland; William C. Schadel, Minneapolis; Edward E. Tourtelotte, Oklahoma; Henry C. Tunell, Minneapolis; Edward P. Williams, Washington.

OFFERS "BABE" RUTH AS MODEL FOR AGENTS

R. E. Spaulding, assistant manager of the Chicago agency of the Mutual Life of New York, does not seem to be materially affected by the baseball scandal which has hung like a cloud over the Chicago "bugs" during the past few weeks. He even goes so far as to hold up as a model to insurance agents one of the professional ball players. That player is "Babe" Ruth. Speaking of the far-famed "Babe," Mr. Spaulding says:

"Babe Ruth in explaining his performance as the greatest baseball swatter of all times, says, 'I don't know how I do it. I just walk without fear up to the plate and slam away anything that looks fairly good and I seem to connect with them often enough to make a record.' If the insurance agent will make his approach without fear and slam away often enough he will also make good."

RULING ON TAXATION

DECISION OF FEDERAL COURT

Question of Premium Receipts and Other Forms of Income Covered in New York Case

WASHINGTON, D. C., Oct. 19.—The Commissioner of Internal Revenue has issued a statement to all collectors, citing a recent decision in the United States district court for the southern district of New York, having to do with the taxation of insurance companies. He prefaches his statement with a syllabus of the court's decision, laying down certain rules regarding collection of such taxes, as follows:

Court's Ruling Summarized

1. Gross Income of Insurance Companies—Premium Receipts.—The premium receipts of "every insurance company," by whatever name they are called, are, unless specifically exempted by the terms of the taxing statutes in question, a part of such company's gross income.

2. Premium Deposits.—Premium deposits made in advance by members of a mutual insurance company, to cover estimated losses and expenses are, so long as the payment thereof constitutes the consideration for contract of insurance, insurance premiums constituting gross income of the company.

3. Interest on Bank Balances and Profits from Investment of Premium Deposits.—Moneys received by way of interest upon bank balances and from investment of such portion of premium deposits as are not currently required for the payment of losses and expenses are profits earned by an insurance company, subject to tax.

"Premium Receipts" Defined

On the question of premium receipts, the court says further:

"The premium receipts of 'every insurance company' are, unless specifically exempted by the terms of the taxing statutes in question, a part of such company's gross income, and, as such, are to be accounted for. Penn Mutual Life-Ins. Co. v. Lederer, No. 499, Supreme Court of the United States, decided April 19, 1920.

"It makes no difference by what name the premiums are called, so long as the payment thereof constitutes the consideration for the insurance contract. Now, that is precisely the function performed by the so-called deposits made with the plaintiff company by the persons who enjoy the protection of its policies. That such deposits are in excess of the probable cost of, and loss incident to, the risk of the insurance written by the company does not change the character of the payments. In other words, the deposits are, at all times, while in the possession of the company, subject to application to its expenses and losses. That the entire sum may not be required for such purposes is but an incident of the nature of the company and its good fortune in not being subjected to unusual losses and the consequent depletion of the funds applicable to the payment thereof. If there were any doubt as to the nature of the deposit, it should be resolved against the company by reason of the provisions of Section G, subdivision b, of the Act of October 3, 1913. There, deposits, of the same nature as the deposits here made, are designated 'premium deposits'."

New Travelers Specials

The following life and accident special agents were graduated from the special session of the training school at the home office, Sept. 20 to Oct. 2: Charles B. Cannon, Duluth, Minn.; George A. Downey, Indianapolis, Ind.; D'Arcy A. Hallin, Cleveland, O.; Ralph W. Horn, Chicago, Ill.; John W. McGushin, Toledo, O.; Fred L. Mason, Jr., Philadelphia, Pa.; Walter L. Reitz, Chicago, Ill.; Franklin Toops, Columbus, O.

DISCUSS DESIRABILITY OF CONTEST BUSINESS

Agency Officials Generally Have No Fault to Find With Its Permanency

PRIZE IS SMALL ITEM

Spirit of Rivalry Which Is Aroused Among Agency Force Is What Gets the Results.

In connection with the request of the New York insurance department to companies which have reached the limit of production imposed in that state, that they should refrain from stimulating production and see that all new business is of the best and most permanent kind, there has been more or less discussion of business written through prize contests, which are one of the principal methods of stimulating production, and the suggestion has been made in some quarters that business secured in that way is not permanent business.

Business Not Unstable

While it is true that companies which have reached their limits should make every effort to conserve their resources, it is not generally felt that contest business is either unstable or expensive. Of course, there is the kind of contest business where bonuses or large prizes are offered that has always been a detriment to the business, but there are few agencies or companies, if any, employing such methods today. The kind of contests conducted at the present time are not of the brand which incurs heavy expenses or produces unstable business. As far as the prizes are concerned they are insignificant, which the average agent would laugh at if he were offered them offhand.

Most agency officials hold that contest business, and in that class might be included field club business, because it is in reality produced through a contest, is sound in every way. The offering of a prize never arouses the agent's interest to any great extent, but when he is told that he will be pitted against his fellow agents to determine who is the best producer he becomes enthused and prepares to fight. It is the fighting spirit which a contest arouses that causes the agents to go out and produce a large volume of business. The prize is least considered. It is a side issue, merely a formality which serves to bring recognition to the winner.

Keep Agents on Toes

By way of showing what a small part these prizes play in a contest there might be cited the case of an agency contest started recently by an agency which has acquired prominence all over the country for the large volume of business it writes each month. At its head is an aggressive agency manager, one of the best in the business. His agency, like many other successful life insurance organizations throughout the country, has been built up on an aggressive basis and much of its business has been produced through contests which keep its agents fighting and on their toes every day in the year.

On the first of September the manager of this agency announced a contest for the remaining four months of the year. He outlined the rules of the contest to his agents, naming all the conditions with the exception of the prizes. He did not neglect to name

E. S. Lott Holds Mutual Life Insurance Is on Different Basis from other Mutuals

AN interesting differentiation between mutual life insurance and the operations of mutual companies in other lines of insurance was given by Edson S. Lott of New York, president of the United States Casualty, in his address before the National Association of Insurance Agents at its convention at Des Moines this week. Mr. Lott is a bitter foe of mutual insurance in fire and casualty lines, but says that mutual life insurance should not be compared with these, because it does not seek to eliminate the agent. He paid a very high tribute to the institution of life insurance. In that connection he said:

"As to the question put to me recently, 'Do you carry life insurance in a mutual company?' my answer is: 'Every company in which I have a policy was organized and established as a stock company, with adequate capital, full rates, full reserves, and with a complete and expert service, working for profit. In every case I procured my policy through an agent; and in no case was I induced to insure on the pretense that the insurance was being provided 'at cost.' Some one or more of these companies may have since become mutualized to a degree; but each still maintains the 'old line' practices, including an adequate agency service. The differences between this mutual, old line, legal reserve life insurance and the modern mutual liability and compensation insurance are multitudinous and fundamental. It would take reams of paper to fully explain

these differences; besides which they are really well known by all who are versed in insurance. Mutual, old line, legal reserve insurance depends upon the agent to extend its principles of providence to the greatest number of individuals, thereby giving the lie to the mutual propagandist who asserts that the insurance agent is an economic waste. The insurance agent is a public asset. It is he who has made American life insurance what it is. It is he who is thanked by many widows and more orphans. Any man who belittles the usefulness to the community at large of the American insurance agent acts from a lack of knowledge or from self-interest.

"Mutual liability and compensation insurance companies vilify, whereas, mutual life insurance companies glorify the agent. If my mutual compensation insurance friend carries life insurance, it is a perfectly safe bet that he bought it through an agent, and that it is not on the assessment plan.

"Mutual liability and compensation insurance companies may be likened to the once rampant but now ramshackle assessment life companies, but not to the old line, legal reserve life companies.

"Mutual, old line, legal reserve life insurance is individualistic and not socialistic. It is thrift, providence, preparedness, capitalized by the individual. It is banked savings, plus interest, plus health averaged. And the average is of mathematical certainty; there is no speculation or guess-work about it."

these purposely, but merely because he knew it was not necessary. The agents are confident, however, that they will be useful ones because in the past he has always offered something worth while. Despite this the fact remains that the prize is not there to urge the agents on. It may be a fountain pen or a traveling bag or anything for that matter, but the agents will strive for it regardless of what it may be.

Helps Out Renewal Record

Many progressive company officials these days take a favorable view of contest business, and regard prize contests as a healthy means of stimulating business so long as the prize does not require a large expenditure of money. One successful agency department of fiscal says:

"In the six years that our company has made a practice of offering prizes our renewal record has greatly improved. Of course, other conditions may have contributed to this, but the fact remains that it was accomplished during a time when prize contests were numerous. When the prizes are small there can be no complaint against the business produced through them. When the prizes are large the business is not apt to be so good. They encourage high-pressure sales and rebating, I believe, however, that the day of the high-pressure salesman with the strong and progressive companies is over. They have been weeded out and replaced by men who sell life insurance on the square.

"The offering of small prizes ought not to run up the agency expenses greatly. One of the most successful prize contests ever conducted by us was when we offered a number of imitation gold watches as prizes. The watches were of the thin type and had the appearance of an expensive time-piece. We purchased 100 of them and they cost us exactly \$1.25 apiece. Of course, by buying them in such a large quantity we got them at a greatly reduced price and their regular market price was much higher than that. These watches attracted wide interest among the agents and they fought hard for them. Some of them wanted them for

themselves, others gave them to their boys or some other member of their family. But it isn't the prize that the agent cares about so much as the fact that one of his fellow-agents may beat him and receive recognition for it."

Field Club Business Cited

The vice-president of another large company says he can see no reason for condemning prize business. "Field club business," he says, "which in a sense is contest business, has a better renewal record than that produced by the agents who do not qualify. Prize business is all right except when the prize is a sufficient inducement to cause rebating.

Agency managers generally can see no reason for the suppression of contest business. They hold that the selling of life insurance is much a matter of sentiment, and that business which is sold during a contest is sold largely on sentiment. The contention that this business does not build for permanence is regarded as a misapprehension. They can see no valid reason why this form of business should be repressed.

Fraternal Amendment in Oklahoma

An amendment to the state constitution of Oklahoma is to be voted on at the coming election, relative to fraternal insurance companies. It is as follows:

"The revenue and tax provisions of this constitution shall not include, but the state shall provide by law, for the following classes of insurance organizations not conducted for profit, and insuring their own members; and such minor children as may be provided by law. First, farm companies insuring farm property, and products thereon; second, trades insurance companies insuring the property and interest of one line of business; third, fraternal life, health and accident insurance in fraternal and civic orders."

W. A. Fraser of Omaha, sovereign commander of the Woodmen of the World, against whom many members of the order in Oklahoma are in revolt, was a prime mover in having the measure introduced in the legislature last year, and George L. Bowman of Kingfisher, former president of the Oklahoma Fraternal Congress, was active in having it passed by the legislature and submitted to the people.

SEES A BIG FUTURE IN LIFE INSURANCE

C. W. Scovel of Pittsburgh Says That Field Men Can Feel Confident

IS SAFELY GROUNDED

It Constitutes Today the Safest Form of Investment for the Average Man

PITTSBURGH, PA., Oct. 19. — Charles W. Scovel of this city, associate general agent of the Northwestern Mutual Life, who is regarded as one of the keenest observers in life insurance today and a man who is often called upon to address life insurance men gives it as his opinion that there will be little diminution in life insurance production in the coming months in spite of the fact that prices have fallen. Mr. Scovel said today that life insurance is in a splendid position, in fact, in a better one than it ever was. Life insurance men have been able to do a monumental work in producing new business because the country has been prosperous and the people on a whole have been making money.

Get Down to Normal Basis

Prices have been reduced in some commodities which will tend to cut down the price of living. The margin will remain about the same, so far as excess over actual living expense is concerned. If people get down to a more normal basis of living and there is a saner outlook on life, the situation will be reflected in life insurance. People will still need life insurance and are educated to see its vast benefits. Of course, there are some people that are overloaded, they have taken on large lines of life insurance and are not prepared to pay the premium. On the whole, however, Mr. Scovel says that the people who have been buying life insurance have purchased it in a serious way. They have not been speculating, but have been preparing for the future. They have been convincing that life insurance is able to assist mightily in carrying out their program of life.

Investments in Unsettled State

The very fact that investments are in an unsettled state makes life insurance all the more attractive, in Mr. Scovel's opinion. He says that an individual is running a great risk in making any sort of an investment. He does not know how it is going to turn out, but a big aggregate of individuals represented by an insurance company is able to eliminate almost entirely all chance of loss. The loss, if any, will fall in such an insignificant way on an individual that he will not know it. Life insurance, therefore, from an investment standpoint, is the very safest proposition for anyone.

Effect of Compound Interest

Mr. Scovel said in his interview that he was sure the people do not understand the wonderful and almost magic working of compound interest in life insurance. They do not understand what it is doing for them. They pay their premium and the reserve portion is set aside at compound interest. Unless one gets out his pencil and paper and starts to figuring he does not appreciate just how far compound interest will carry him, if he leaves the principal and interest undisturbed. Life insurance investments are therefore, placed on a scientific basis. Individual

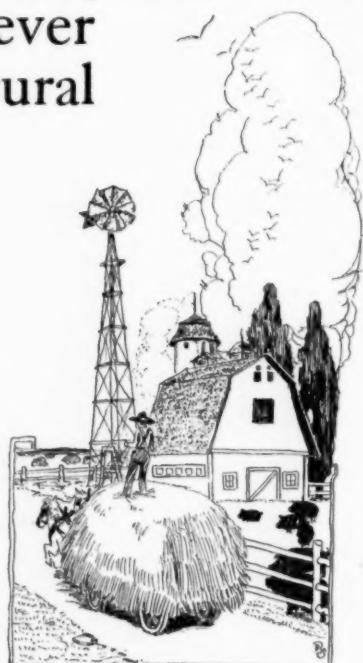
Insure Your Renewals



You can turn a deaf ear to the calamity howler if you have insured your renewals by making your new business farm business.

The agents of the Farmers National Life, representing a company especially prepared to get farm business, are safe because they know that no slump ever reached a rural community in a good crop year

Nineteen-twenty shows a big crop in all parts of the country.



**Farmers National Life
Insurance Company
Chicago**

loss is eliminated, or just about so, because of the wide range of investments. Any fluctuation will not bother the individual. Mr. Scovel said that the magic of the mortality table and the magic of compound interest are two features in life insurance that make it absolutely scientific and safe.

Need Have No Fear

Mr. Scovel says that life insurance men need not fear the future. People have been educated as to the value of life insurance. The influenza epidemic was a vital test of the system. It was far worse than war. The losses in the commercial field and the general unrest of the time only emphasized the security and rock-ribbed quality of life insurance.

Mr. Scovel said that he does not believe that people appreciate the fact that life insurance is really a high-class investment. It is not an expense or an outlay, but it is a saving that is giving better returns than a man can find in any other avenue. If, therefore, life insurance is man's best investment, the more he carries the better off he is. Life insurance is a man's sure foundation all through his life.

Not Always Best to Agree with Prospect

"In a life insurance interview, the much discussed psychological moment is often discovered by the agent at the most unexpected times", said a big writer the other day. "It all depends upon what frame of mind the prospect is in. We have all heard a lot about how wise it is to agree with the prospect and go along with him but every once in a while it is a good idea to take a stand, show some independence of thought, and give the man you are trying to sell a new angle. The other day I had a case where the man seemed determined not to buy. He would admit the value of life insurance and his need of it, but I could not close the case. I finally called in the superintendent of agents of the company and together we paid the prospect a visit. He seemed determined not to buy and to resent my bringing in another man to help put the case across. He just dug in his toes and stood firm. We could do nothing with him. He seemed to be rather proud of the fact that he could stand up against our arguments and simply smile on us in a superior way all during the interview.

"Finally he said, 'No, it is no use. I will have to turn you down.' I had advanced every argument that I could think of and picking up my hat moved toward the door with the agency superintendent. Just as we were about to leave I said, 'Well, Smith, there is one thing about this interview to remember. Make no mistake about this—you are not turning me down, you are turning your wife and babies down.' I stood for a moment with my hand on the door, giving him time to let it sink in. After a moment he said, 'I see your point. You are right. Let's talk this thing over a little further.' In ten minutes the case was closed, because in one brief sentence I was able to make him see, in language that he could understand, the whole purpose of life insurance."

Court of Honor Plans

The Court of Honor of Springfield, Ill., a fraternal, has changed its name to the Court of Honor Life Association. The constitution provides for the merging of mortality for the entire association and the maintaining of required reserves on all forms of certificates. The new forms of certificates are the 20-payment life, ordinary life and convertible term. The rates for the 20-payment life are as follows: Age 16, \$21.23; 25, \$24.65; 35, \$30.11; 45, \$39.16; 55, \$55.76; 60, \$69.67. The rates for ordinary life are: Age 16, \$14.10; 25, \$16.97; 35, \$22.27; 45, \$31.88; 55, \$50.55; 60, \$66.11. The convertible term rates are as follows: Age 16, \$10.68; 25, \$11.63; 35, \$13.32; 45, \$16.77; 50, \$21.24; 55, \$26.53.

SELECTS CAPABLE MEN

SCHEAFFER ANNOUNCES AIDS

Personnel of New Indiana Insurance Department Is of Especially High Grade

Much interest naturally attaches, just now, to the organization of Indiana's insurance department by the new commissioner, Miles Scheaffer. Though Indiana has long been an insurance center of growing importance, until Oct. 1 the supervision of the business was handled through a subsidiary department of the auditor's office. Mr. Scheaffer, first commissioner of the newly created independent department, because of his experience and training, was directly in line for the job. For the past four years Mr. Scheaffer was head of the department under the state auditor, and had opportunity to become acquainted with the requirements peculiar to Indiana and the best practices in other states.

Under the law creating the department, provision is made for a deputy commissioner, who assumes the power and duties of the commissioner, in his absence. As his duties are such that a knowledge of law is almost indispensable, Mr. Scheaffer appointed Carl Wilde to this position. Mr. Wilde graduated from Indiana University Law School in 1909 and from Yale in 1910, as master of laws. After practicing law in Evansville, Ind., for six years, he became chief examiner of the Indiana department and, in 1918, went with Frank J. Haight, consulting actuary, in Indianapolis.

Arthur W. Larson was Mr. Scheaffer's choice as head of the actuarial division and by training and experience he is regarded as well qualified for the position. He received the degrees of bachelor and master of arts from the University of Wisconsin. For several years he was instructor in mathematics in that institution and later in the University of Kansas. Yielding to a natural tendency, he turned to actuarial work, becoming assistant to the actuary of the Federal Life. Because of the opportunity for broader experience, he later associated himself with Mr. Haight. He is a member of both the Actuarial Society and the American Institute of Actuaries.

Arnold W. Epmeier is continued by Mr. Scheaffer as head of the securities division of the department, having had charge of this important work under the state auditor.

Cleveland Agency's Convention

The annual meeting of the Agents Association of the Cleveland agency of the Massachusetts Mutual Life, was held this week with more than 50 members attending. A feature of the gathering was the presence of A. T. Maclean, assistant actuary, from the home office. The entire 20 counties in Northern Ohio under the direction of E. W. Snyder, general agent, were represented. The new officers announced at this meeting are: President, Milo Evans, Cleveland; vice president, Fred Weller, Barberton; secretary, F. M. Cowgill.

Two of the members present have written \$1,000,000 business each during the year, and in the opinion of General Agent Snyder the entire year's business will have two figures in the million column, or pretty close to it before the year ends.

Speakers at the business session included R. A. Ferris, retiring president; E. W. Snyder, on a review of the year; L. K. McGinnis, Mansfield, on the strategy of the approach; Miss Laura E. Heller, Cleveland, on reminiscences of the national convention at Boston; E. A. Darmstatter, Cleveland, on meeting objections; Mr. McLean on activities at the home office. Speakers at the banquet included C. S. Kohler, B. A. Sanford, Youngstown; J. W. Wulf, Dr. C. D. Christy, H. H. Wise, Lorain; J. T. Macfarlane, C. R. Foster, Akron; Mr. Snyder. The Massachusetts Mutual sextette composed of young women of the office staff, sang.

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i-*Announcing 19th Edition (1921)*

The Little Gem Life Chart

Original and Oldest

Thousands of agents all over the country have used the Little Gem for many years. The late Sampson Dawe was the first to conceive the idea of a "vest pocket" book for life agents on policy conditions, premiums, dividends, values, etc. He started publishing the Little Gem in 1902, 18 years ago. The Little Gem is the "Original and Oldest" vest pocket book.

The Best

It is the best of the small books because:

MORE COMPANIES SHOWN: It gives more companies and more information regarding each company than other vest pocket books. It shows 40 more companies than its nearest competitor, or the 108 leading ones in point of size.

FIFTEEN YEARS' DIVIDENDS: It shows 15 years' dividends; other vest pocket books show dividends for five years only.

NET COSTS ON POLICIES ONE TO TEN YEARS OLD: It gives net costs on the three standard forms, all added up, for policies 10, 9, 8, 7, 6, 5, 4, 3, 2 and 1 years old; its nearest competitor shows this only for one policy on each form 10 years old.

FIVE YEARS' PRESENT SCALE AND ACTUAL HISTORY: The 1921 edition will give a special five-year net cost exhibit, BOTH on the basis of the present dividend scale and the actual dividend history, with totals added.

DIVIDENDS 10-15 PAYMENT, 10-15 ENDOWMENT: It shows annual dividends for 10 years on the ten-payment and fifteen payment and the ten-year endowment and the fifteen-year endowment forms, which are not shown in other vest pocket books.

DEFERRED, PAID-UP AND TERM DIVIDENDS: It also shows deferred dividends and dividends on paid-up life policies. The 1921 edition will show dividends on term policies.

POLICY CONDITIONS, PREMIUMS, RATES, CASH VALUES: In common with other books the Little Gem shows analysis of policy conditions, premium rates and cash values.

FIVE-YEAR FINANCIAL AND INSURANCE RECORD, ALL COMPANIES, FIRST TO BE PUBLISHED: Although it shows policy rate and net cost information for the 108 leading companies it also GIVES A COMPLETE FINANCIAL AND INSURANCE RECORD FOR FIVE YEARS OF EVERY COMPANY IN THE COUNTRY, 250 in number, 22 items, this feature alone taking 100 pages of fine type. This is the first publication each year of the annual statements of all the companies, and is invaluable, saving the agent from carrying a special book showing companies' financial records.

EARLY DATE OF PUBLICATION: Notwithstanding that the "Gem" shows the new dividend schedules and January 1st annual statements of all companies, the first

copy of this book was out of the bindery last year in advance of all other publications giving similar information. However, it takes from 6 weeks to 2 months, starting in April, in which to bind and deliver the large edition now required to supply the demand for the Little Gem, so

ORDER NOW FOR 1921 AND GET SIX WEEKS' ADVANTAGE IN DELIVERY NEXT SPRING. Reservations booked now will have priority of delivery, as shipments will be made in the order in which orders are received.

LAST YEAR the entire edition was SOLD OUT before the last book had left the bindery. As the paper on which the Little Gem is printed is specially made, and must be ordered NEARLY ONE YEAR IN ADVANCE of delivery, it is impossible to print extra editions. In 1920 easily 3,000 would-be purchasers were disappointed.

Due to the fact that printing and publishing costs have more than doubled in the past two years, and other expenses have greatly increased, the schedule of prices here given, showing a moderate increase over 1920, will prevail.

Agents of companies with which arrangements have been made for CLUB OR QUANTITY RATES, based on the total number of orders received, WILL RECEIVE THE BENEFIT of these rates WHETHER SPECIFIED IN THE ORDER OR NOT. WRITE YOUR COMPANY AND SEE THAT YOU ARE ENTITLED TO THESE RATES:

1921 PRICE LIST

Per single copy.....	\$2.00
12 copies	1.90
25 copies	1.80
50 copies	1.70
100 copies	1.50
250 copies	1.40
500 copies	1.35
1000 copies	1.25

Reservation

NATIONAL UNDERWRITER CO.

Gentlemen:

Duttenhofer Bldg., Cincinnati, Ohio

Please reserve.....copies of Little Gem Life Chart for 1921 at my company club rate in this agency, with privilege of returning up to 25% of the number ordered, if not placed or sold.

Name.....

Company.....

Address.....

Provision for Return of Unsold Copies

General Agents and Managers wishing to file their order NOW, in order to insure the earliest delivery possible, may reserve as many copies AS THEY THINK THEY CAN USE in 1921, and if they find they have overestimated, will be permitted to return up to one-fourth the number ordered, SO BE SURE AND ORDER ENOUGH.

"If You Once Use the Little Gem, You Will Never Use Any Other"



The Prudential Insurance Company of America

Forrest F. Dryden,
President

Incorporated Under the Laws of the State of New Jersey

Home Office,
Newark, N. J.

THE RIGHTS OF THE INDIVIDUAL AND THE SAFEGUARDS OF INDIVIDUAL RIGHTS

RIIGHTS and duties are personal. Pleasure and pain are personal. The combined rights of individuals make up the rights of nations, and the "rights" of nations sometimes clash. It was for the protection of these individual rights that Americans entered the war; it was to defend these rights that we raised vast armies, disciplined and equipped them, and sent them overseas to fight. It was for individual rights that our men fought so heroically. Their victory is a victory for individual rights.

Laws and Courts and treaties and bailiffs and armies are properly the safeguards of individual and national rights. The first law of mankind was club-law,—the law of the strongest—the law of the jungle. The ultimate law,—the law toward which Democracies are struggling,—will be the law which gives every individual his rights, harmonizing them with other men's rights.

In a Democracy men are assumed to have been born with certain inalienable rights which are protected and restrained by laws which men themselves more or less directly make and execute.

Laws are not rights; they should define rights and be their safeguard.

Apply this reasoning to Life Insurance and see how reasonable and how imperative it becomes.

The wife, who is the home-maker, and who, while making the home, loses the opportunity to earn an independent income, has the right to some sort of protection against the risk of her husband's death. Children have a right to be well brought up and well educated. These rights should be safeguarded as against the death or total disability of the husband and father. In most cases there is no safeguard except Life Insurance.

The rights of the individuals,—husband, wife and children,—are written in the policy, and are further safeguarded by the accumulations of the insuring company and by the laws under which it operates. You can't live real democracy without insuring your life.

The New York Life Insurance Company issues a Policy insuring against the risk of death or total disability. Behind each Policy is seventy-four years of experience, abundant resources, and the supervision of laws that define and maintain the rights of individuals.

NEW YORK LIFE INSURANCE CO.
346 Broadway, N. Y.

DARWIN P. KINGSLEY, President

BACKING LICENSE PLAN

CHICAGO FIELD CLUB FOR IT

Renews Campaign for Agents' Qualification Law and Raps Misleading Advertising

Advertising

The Life Insurance Field Men's Club of Chicago, at its annual meeting last week pledged its whole-hearted support in upholding the new Chicago brokers' license ordinance. In discussing the license ordinance, it was pointed out that, in order to clean up undesirable underwriting methods, the cooperation of the general agents and managers is needed. It is contended that the ordinance cannot be a success if business is to be accepted from all sources without any question as to whether the placer has a license or not. It was hinted that a committee of insurance men will be appointed to pass on applications for licenses.

A number of insurance brokers are still without licenses. Many of these are holding out until the first of the year because they do not want to pay the license fee for just the remaining few months of this year. They say that they will take out their license for 1921. This is not a valid excuse for not having a license, and, should they come to the attention of the city authorities, they will be prosecuted. Agents visiting in Chicago from other cities and who write some business while they are there, must also have licenses. There have been some cases where this has not been done, but it is reported that the majority of these agents now entering the city get their licenses before selling any insurance there.

Backs Qualification Bill

The club will make another effort this year to get an agents' qualifications bill passed. A bill of that sort failed in the state legislature at its last session. An attempt will also be made to get at the bottom of the twisting evil. It is reported that the general agents, as a whole, are assisting members of the club in eliminating twisted business. In a number of cases, money has been refunded upon evidence being produced that the business was twisted. There are several companies, however, that are still accepting twisted business. The club has full information concerning the activities of these companies and has taken a decided stand against them.

Attack Misleading Advertising

Another thing against which the club registered its protest is the kind of insurance advertising which is appearing in one of Chicago's daily newspapers. This paper accepts assessment company advertising, and permits the advertisers to so construct their "copy" as to mislead the public. The club does not demand that this paper refuse to accept assessment advertising, but it believes that the truth should be told in the advertising space, as well as the news columns.

The club is planning for the accomplishment of many things during the coming year, and the large attendance which turned out at the meeting was very encouraging. The report of the officers showed that the administration, during the past year, has been a very successful one, and the active membership of the club is now in excess of 300.

New Officers Elected

The following officers were elected for the coming year: President, I. B. Jacobs, Mutual Life; vice-president, J. H. Stevens, State Mutual; secretary, W. B. Millar, Travelers; treasurer, A. S. Dempsey, Connecticut Mutual; directors, H. Kramer, Penn Mutual; J. M. Hart, Equitable of New York; E. D. Holmes, Mutual Benefit; I. B. Eberhardt, Northwestern Mutual; D. P. Mil-

ler, New York Life; R. W. Gibson, Mutual Benefit; and E. Austrian, Northwestern Mutual.

Eberhardt Reviews Year's Work

President Eberhardt gave a forceful summary of the work during the year, and offered many helpful and constructive suggestions for the coming year. He made clear the necessity of legislation in order to wipe out twisting and other undesirable underwriting methods. He took a decided stand against the "part-timer," declaring that the legitimate life insurance agent has a right to demand that he be eliminated from the business. He said that it was a mistake for company executives to put their territorial representatives on a quota basis.

Mr. Eberhardt dwelt at some length on the matter of general agents receiving sufficient underwriting commissions to permit them to continue their high order of service to the community. He said that the general agent or manager, in order to render service to his field men, must have a contract with his company that is sufficiently liberal to permit of his obtaining money to pay for the service that he is called upon to render to the public through his agents. He declared that the increased cost of office help, rent and other operating expenses made it necessary for the general agent to have increased underwriting commissions.

Plan Membership Campaign

The discussions which followed the reports of the various committees brought out many of the vital issues which will concern the club during the year. A larger membership will be one of the first things attempted, with the view of having 500 members by the first of the year. A number of recommendations for increasing the membership were made, among them the appointment of a membership committee which would be composed of a representative from every office in the city, and the establishment of "junior" field clubs within the various agencies. The dues of the club were increased from \$1 to \$2 a year, thus providing an ample fund to carry on the work of the organization.

Too Many Agents Put on Trial

ONE of the companies makes a point that too many men are started soliciting business simply to be tried out. It gives the appellation "trial agents" to such men. These men are started selling life insurance, being put on trial probably for a definite period. Whether the men will remain in the business or not depends entirely on the success attained during this experimental time. A big majority of such agents fail, because they do not have the right mental attitude. They regard themselves on trial and do not count themselves as being permanently in the business. They lack the courage and determination that should accompany one's entrance into any sort of activity. This company in commenting on the subject, says:

"The way to become a life insurance agent is to say, 'I will learn how to sell life insurance. I know that I can and I will do it.' And then start with the ground work; learn the business from the bottom up; become an agent if it takes six months or six years; but don't make a 'trial' during which period of time you are going to 'try' to become an agent.

"Trial agents have been many. Their successes have been few because they have admitted the existence of a doubt when starting upon their work. Mental attitude is a great controlling factor and we must all drive for determination and away from doubt."

ILLINOIS LIFE FACTS

No. 3

THE Illinois Life in its annual statement gives actual market values as being in strict compliance with the Illinois statute and also the most exacting test of solvency, not finding it necessary nor deeming it advisable to adopt the so-called amortized or the averaged valuations allowed by insurance departments, either of which valuations would largely increase the asset and surplus items.

*The Great Home
State Company*

ILLINOIS LIFE
Insurance Company
CHICAGO

JAMES W. STEVENS, President

GREATEST ILLINOIS COMPANY

THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

Published every Thursday by THE NATIONAL UNDERWRITER COMPANY, Chicago, Cincinnati and New York. EDWARD J. WOHLGEMUTH, President; JOHN F. WOHLGEMUTH, Secretary and General Manager; J. H. HIGGINS, H. E. WRIGHT, NORA VINCENT PAUL, Vice-Presidents; WILLIAM A. SCANLON, Southwestern Manager; FRANK W. BLAND, GEORGE C. ROEDING and O. E. SCHWARTZ, Associate Managers.

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PUBLICATION OFFICE, Insurance Exchange, CHICAGO
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E. R. SMITH, Statistician; ABNER THORP, JR., Director Life Insurance Service Department
NEW YORK OFFICE, 38 Park Row, New York; Telephone Cortland 1707;
GEORGE A. WATSON, Eastern Vice-President

Subscription Price, \$3.00 a year; in Canada, \$4.00 a year. Single Copies 15 Cents
In combination with The National Underwriter (Fire and Casualty) \$4.00 a year; Canada, \$6.00

How Life Insurance Is Permanent

In selling life insurance an agent should always drive home the fact that no institution can guarantee an interest rate and make good on it over a long period of years other than a life company. Life insurance is permanent in its investment. It is impossible to foretell the investment market in years to come. A person may look about him and obtain advice on what seems to be the most lasting investment. Yet it is subject to fluctuation. He does not know what will be the outcome in the future. Life insurance companies purchase only the higher form of securities. It is possible that this security or that may increase or decrease in value. However, life companies in buying securities on a wholesale plan find that their loss from investment is small when the individual policyholder is concerned.

The policyholder has the advantage of the co-operative investment plan. The losses do not fall on him alone. His portion of the investment loss is very small indeed. The life insurance company is therefore a continuous institution that is able to guarantee a rate of interest for a long period of time because of its opportunities for investing in the highest grade of securities of all kinds.

An individual is subject to loss in his investment. When a large number of individuals combine and pool their investments, the loss for the individual is greatly reduced. This co-operative buying of investments represented in life insurance companies therefore reduces the individual loss to a minimum. The united co-operative plan eliminates individual loss and makes the investment secure.

Mortality Experience Favorable

WITH the exception of January and February, life companies report that the mortality experience for the year has been very even and much more favorable than was expected at the first of the year. Influenza claims were heavy during the first two months, but after that death claims took a decided drop and the great majority of companies are going to show up very favorably at the end of the year so far as mortality is concerned. After February there was no month in which the mortality experience took a jump.

Compared with other years, the experience is, of course, high, but this is accounted for very largely by the fact that such an enormous volume of business has been written during the year. All records have been broken in the amount of life insurance sold, and it is only natural with the great volume of business on the books that the death rate should be higher. A study of the mortality figures of almost any of the companies indicates that in so far as mortality is concerned, normal conditions have about resumed.

Tell the Prospect Why

IN presenting life insurance to a prospect, the agent very frequently makes the mistake of telling his man that he should carry life insurance instead of pointing out why. New agents particularly are inclined to tell the prospect that he should carry life insurance, that it is his duty to his wife and family, that every far seeing man carries life insurance, etc. Sometimes the entire interview is given over to arguments of this kind, but the prospect is not told why he individually should invest money in life insurance. Men do not like to be told

what they should do or what their duty is, and are quite naturally resentful of the life insurance man walking into their office and outlining a set of rules for them. What the prospect wants to know is, why he should carry life insurance—that is all. He must be shown why his money should be invested and not simply that it should be invested. Many life insurance salesmen who thoroughly understand what they are talking about fall into the error of telling the prospect that he should instead of telling him the reasons why he should.

What Life Insurance Can Do

A LIFE underwriter recently expressed a splendid idea when he said that the main subject that a life salesman should keep in mind is not to sell life insurance as much as to sell what life insurance will do for a man. The life insurance system is a wonderful one. It is a magnificent scheme of beneficence and protection. It is a function of the life man to show the multitude of ways in which a policy

holder can avail himself of this system. There is no other such elastic plan of creating an estate for forms or for protection that has ever been devised. What life insurance can do for a man is truly wonderful. The legal reserve life insurance system is unassailable and adapts itself to any form of business or personal protection. It is essential to get this fact clearly before the prospect.

PERSONAL GLIMPSES OF LIFE UNDERWRITERS

Manager S. J. Rosenblatt, of the State Life, in Chicago, was at a convention the other day and listened attentively to a long discourse by an agent who was explaining the psychological processes of a sale. He told elaborately of how the prospect should be approached and then treated in detail the different steps leading up to the securing of the signature. Mr. Rosenblatt arose and said that he could close three or four cases by using the time that the previous speaker had taken to explain how to make one sale. In other words, Mr. Rosenblatt would eliminate, as far as possible, circumlocution. He rather shuns the intricate psychological processes, stating that a big majority of men want to have a few plain facts laid before them in a forceful way, taking as little time as possible. Most men, he said, are very busy, and want the story told in compact form.

Mr. Rosenblatt said that his usual custom is simply to tell a man that he cannot do much with him until he sees whether he can pass a physical examination. It may be doubtful whether he will pass. If he does pass, he then can put his proposition before him. He aims to get the medical examination, and then says that he can deliver almost every policy.

Miss Sara Frances Jones, who has been with the Boston agency of the Equitable Life of New York since she returned from overseas, where she did excellent work in connection with the Red Cross, is returning to do personal life insurance work in Chicago. She started in the business in that city, so far as personal work is concerned, having been private secretary for former vice-president Gage E. Tarbell, at the head office. She became manager of the woman's department at Chicago, continuing in that position until she went overseas. She has always remained as a member of the Chicago Life Underwriters' Association.

Frank Hallegan, who has been with the National Life of Des Moines, has been placed in charge of the legal department of the Merchants Life, of the same city. During the war, Hallegan served as instructor in the training school at Camp Lee, Va., as first lieutenant. He served with General Pershing two years and three months in the Philippines.

James B. Moody, Jr., of Hartford, superintendent of agencies for the New England Mutual Life in Connecticut, is on a business trip in Europe which will take him to number of the cities in Germany and Austria. The latest messages received from him placed him in Vienna, the Austrian capital.

Marcus Gunn, who, for the past six years, has been with the actuarial office of Frank J. Haight, of Indianapolis, Ind., has resigned and opened an office in Chicago, at 29 South La Salle street, where he will operate as an independent consulting actuary. Mr. Gunn is well known in actuarial circles. He took the course at the University of Michigan, under Prof. Glover, graduating in 1914. He then went with the Masonic Mutual Life, of Washington, D. C., and, after a short time, connected with the Frank J. Haight office. He was at first an office actuary, doing consulting work for companies. Later he branched into the broader field of examination and survey work. He has done considerable work for many of the insurance departments in the middle western states, more particularly in Indiana and Texas. Mr. Gunn has had entire charge of numerous important examinations and has attained a wide acquaintance and reputation. He brings a personality to examining work which has served insurance departments effectively, while maintaining the good will



MARCUS GUNN

of companies, even under embarrassing circumstances.

During the war he served as first lieutenant of cavalry, spending two years in France. During his University course he took the preliminary examinations for associate of the American Institute of Actuaries, and later became a fellow by examination. He has made an excellent record, and is very favorably regarded by those who have come in contact with him.

Julian Weddell has taken charge of the insurance news department of the Chicago "Journal of Commerce," the new business daily paper that has been established in that city by Andrew M. Lawrence, formerly connected with the Hearst publications. Mr. Weddell is a son of T. Rockefeller Weddell, editor of the "Insurance Post" of Chicago and veteran insurance newspaper man. Julian Weddell has been connected with the office of W. A. Alexander & Co., managers of the Fidelity & Casualty in Chicago. R. D. Bokum, a life insurance man and son of the late R. D. Bokum, manager of the Mutual Benefit in Chicago, is looking after the insurance advertising of the new paper.

General Agent Ben Bloch of the Equitable of Iowa has had a very consistent record in producing business every week. Mr. Bloch started to get an application every week. He produced, however, each more than one, going as high as 10 in some weeks. His weekly production never dropped below four applications. During the last 50 weeks, he has secured 258 applications for an average of 5.16 applications a week. That is truly a remarkable record.

President W. J. Williams, of the Western & Southern Life, of Cincinnati, gave the chief address at the laying of the corner stone of the addition to its building at Fourth and McAllister streets, last Tuesday afternoon. The first trowel of mortar was spread by Arthur I. Vorys, now a Columbus, Ohio, attorney, and former Ohio insurance commissioner.

Losing his job as manager of the Indianapolis office of a typewriter company was responsible for starting Frank D. Shera, agent for the Guarantee Fund Life of Omaha at Indianapolis, into the life insurance business.

"I thought at the time that it was an awful calamity," said Mr. Shera. "I have been thankful ever since, however, that I was forced to quit working on a salary. After I recovered from the shock, I began to look for something to do. One morning as I lay in bed, I had a 'hunch'—I believe in hunches—

1894-1919

THE
STATE LIFE
INSURANCE COMPANY

INDIANAPOLIS

ALMOST

NINETEEN MILLION DOLLARS IN SECURITIES

(\$18,458,500.00)

Deposited with the Auditor of State for the Sole Protection of Policyholders
 More than \$1,750,000.00 Above the Amount Required by Law

PROGRESSIVE CONSERVATIVE "FLU" PROOF
The Growth of Oak—The Solidity of Granite

On Agency Matters Address, CHARLES F. COFFIN, Vice-President

Mutual Life of Illinois

HOME OFFICE

SPRINGFIELD, ILLINOIS

An Old Line Legal Reserve Life Insurance Company

A Company of Service

*Service to Policy Holders**Service to Agents**Service to the Public*

Operators under the "Famous" Registration Act which requires the
 reserve on every policy issued to be deposited and held in
 Trust by the Insurance Department of the State

Live Up-to-Date Policies Ordinary Life Limited Payment and Endowments

A few good openings for good live producers in Illinois. Correspondence Invited

H. B. HILL, President

G. C. ROCKWOOD, Vice-Pres.

DR. J. R. NEAL, Sec.

that I could sell life insurance. I started in and have been at it ever since."

Before making his present connection, Mr. Shera was for two years with the Bankers Life of Des Moines and for seven years with the National Life at Indianapolis.

Julius Gold of Cleveland, president of the Foremost Club of the Cleveland Life, is the first to qualify for the coming year. Mr. Gold's production will be approximately half a million for the year. And he is doing it all right in Cleveland. Although the club year will not end until next June 30, Mr. Gold already has made his quota.

Kellie M. Roach, one of the Oklahoma general agents of the International Life, who won the presidency of the \$100,000 Club of the company, is one of the big personal writers of the country. He produced \$2,000,000 last year. He says:

"When an ambitious amateur novelist asked the successful author how he could learn to write, the author's terse

reply was: 'Write.' The insurance business is largely summed up in the single word. It is not a platitude to say 'write' to the man who asks how to write life insurance.

"The inference is that practice makes perfect. I know of no business in the world in which practical and personal application to work is more essential to success than the life insurance business. I think so much of personal application to writing insurance that, although I have a pretty tolerable general agency in Oklahoma, which is writing about \$1,000,000 of business a month for our good company, I have employed a capable man on salary to manage my office and another capable man is employed to do the agency supervisory work in the field.

"It is true that something over \$2,000,000 of business written by me personally in the last year enables me, out of commissions, to pay those salaried men and enjoy a substantial revenue besides, but the real motive for my shunning the polished mahogany is different. I have learned that a general agent who knows how to write life in-

surance and who does write it in large volume inevitably attracts large producers to his agency. And, coupled with the keen satisfaction I derive from writing life insurance, that is the reason why I devote most of my time to personal sales.

"How to write life insurance may not be satisfactorily answered by anybody. There are certain rules to follow. A grasp of the business and application to work are necessary. The one particular suggestion of value that I may make here is that it's as easy—really easier—to write a large policy as a small policy. And to write larger policies I believe it is necessary to bear in mind only that one must seek out and associate with successful men only. If such associates are temporarily denied to you, be lonely, if necessary, and choose yourself as your sole companion in business and pleasure. Associate with successful men always, or with nobody at all."

C. P. Rockwell has been appointed actuary of the Texas department. He went to the department last October

as assistant actuary, after having been connected for two years with the New York Life. In his new duties he succeeds J. L. Mims, who has gone with the United Fidelity Life of Dallas. Mr. Mims was formerly actuary of the Western Union Life. He went with the Texas department about two years ago.

Small Producers Should Get Busy

HERE is a special need at the present time for the small producers to get busy. The cost of maintaining an agency, where every agent has a desk and is permitted to make use of all the various conveniences about the office, has been constantly mounting and with companies threatening to effect a conservation movement it appears that the small producer should wake up and stimulate his production.

Insurance commissioners have at times pointed out the enormous waste in agency work. They say that stationery, rate books and other materials for the use of agents are distributed too freely and many agencies are not getting a sufficient return from the small producers to warrant the expense which they incur. An agent who secures a connection with an agency immediately sets the entire machinery of that agency to work for him. From the manager down to the office boy, every one in the office has something definite to do which in some degree relates back to him. He is given a desk in the office, supplied with telephone, electric light and heating service. He makes use of stationery and other necessities about the office. If the cost of all this could be figured accurately it would appear quite large, indeed.

Some agency managers are coming to believe that only agents who qualify for a field club should receive this service. The man producing less than \$50,000 a year is costing his agency more money than he is bringing into it. The other agents in the office have to make up for this and in a sense they are supporting this agent. It is not fair for the small producer to take advantage of his fellow-agents in this manner. In many instances small producers have been known to maintain desks in the agency offices of two different companies. They do not produce a great amount of business for either of these companies and it would be much better for them if they would center their work in one office. Some small producing agents have even been known to ask their agency manager for a desk at their home. Agents of this kind are more or less imposters. They are writing but a small percentage of the business produced by the average agent and at the same time they are incurring an expense for their agency which equals and in many instances exceeds that of the big producers.

With companies threatening to weed out unnecessary expenses it behoves the small producers to get busy and better their production records. Should insurance commissioners see fit to press their demands for conservation, as they are in a position now to do because of the extension of limits to companies which have already reached theirs, it seems likely that the companies will take some action in this direction.

A rather unique front cover appears on Aetna Life employees' magazine for November. It is a group of the "proudest members of the Aetna Family," illustrated in a score of pictures of babies in all poses—the proud children of Aetna employees. A border surrounds the photographs consisting of a drawing of playthings, blocks, rattles and so on. The art work was done by Fred Jones, the Aetna artist. Clarence T. Hubbard is editor.

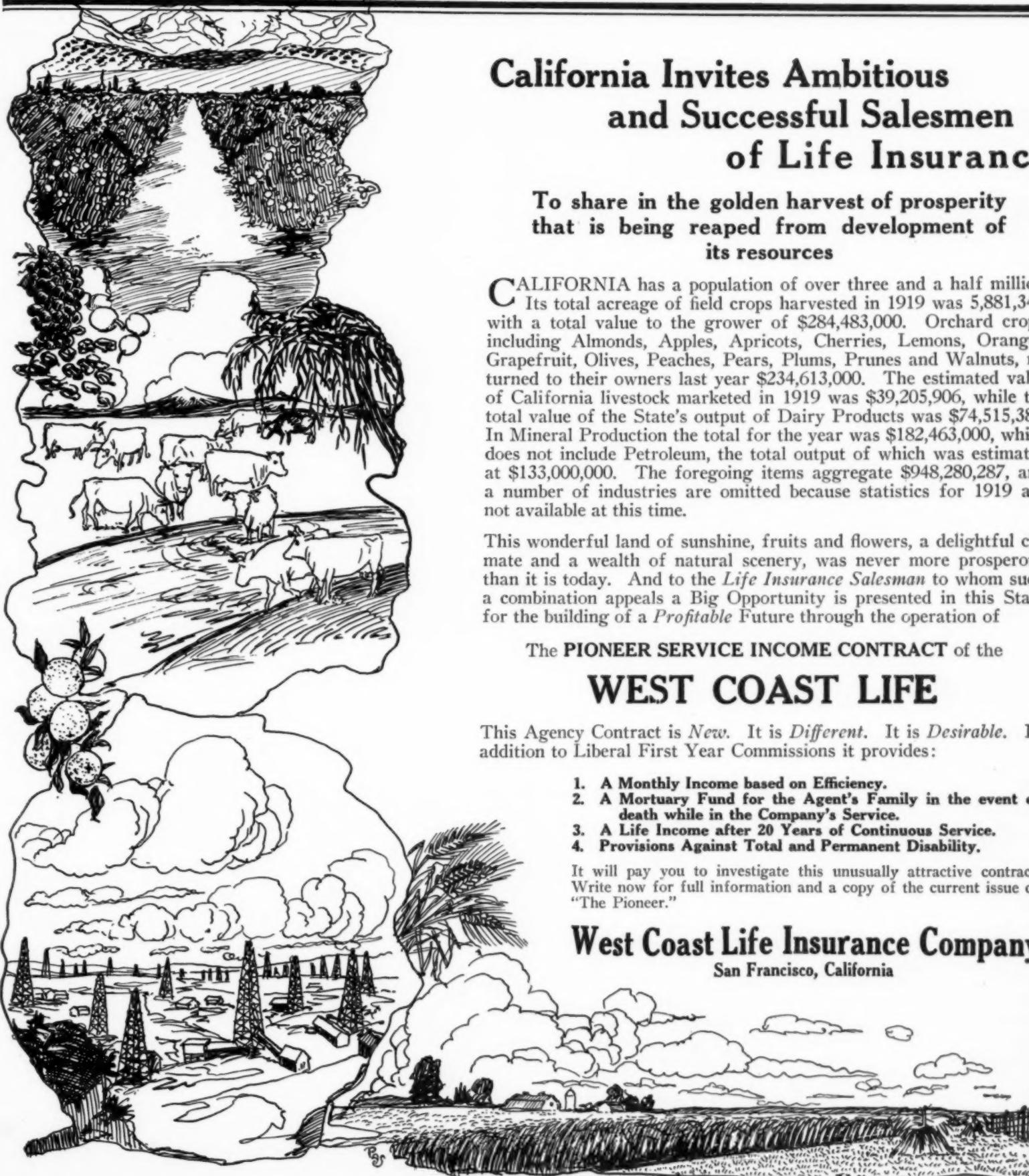
AMERICAN CENTRAL LIFE

Insurance Co.

INDIANAPOLIS, IND.
Established 1899

HERBERT M. WOOLLEN
PRESIDENT

WEST COAST LIFE



California Invites Ambitious and Successful Salesmen of Life Insurance

To share in the golden harvest of prosperity
that is being reaped from development of
its resources

CALIFORNIA has a population of over three and a half million. Its total acreage of field crops harvested in 1919 was 5,881,340, with a total value to the grower of \$284,483,000. Orchard crops, including Almonds, Apples, Apricots, Cherries, Lemons, Oranges, Grapefruit, Olives, Peaches, Pears, Plums, Prunes and Walnuts, returned to their owners last year \$234,613,000. The estimated value of California livestock marketed in 1919 was \$39,205,906, while the total value of the State's output of Dairy Products was \$74,515,381. In Mineral Production the total for the year was \$182,463,000, which does not include Petroleum, the total output of which was estimated at \$133,000,000. The foregoing items aggregate \$948,280,287, and a number of industries are omitted because statistics for 1919 are not available at this time.

This wonderful land of sunshine, fruits and flowers, a delightful climate and a wealth of natural scenery, was never more prosperous than it is today. And to the *Life Insurance Salesman* to whom such a combination appeals a Big Opportunity is presented in this State for the building of a *Profitable Future* through the operation of

The PIONEER SERVICE INCOME CONTRACT of the

WEST COAST LIFE

This Agency Contract is *New*. It is *Different*. It is *Desirable*. In addition to Liberal First Year Commissions it provides:

1. A Monthly Income based on Efficiency.
2. A Mortuary Fund for the Agent's Family in the event of death while in the Company's Service.
3. A Life Income after 20 Years of Continuous Service.
4. Provisions Against Total and Permanent Disability.

It will pay you to investigate this unusually attractive contract. Write now for full information and a copy of the current issue of "The Pioneer."

West Coast Life Insurance Company
San Francisco, California



ILLINOIS

If you live in Illinois, or want to locate there—NOW is your chance. We have some excellent territory open in which we want to place some real live men—men who will appreciate a Direct Home Office Contract with big first year Commissions and Renewals that are worth while.

We make it easy for you to sell our Policies by giving you the best policies to sell, and then showing you how to sell them. We give unlimited service to Agent and Policyholder alike.

We know you'll like our proposition. Address a letter to the Secretary today.

Marquette Life Insurance Company

Julius M. Gass, Secretary

SPRINGFIELD

ILLINOIS

The Marquette "Has Stood the Test"

Great Opportunity in Indiana

The Franklin Life Insurance Company has just entered Indiana and has some excellent openings there for General Agents. Contracts direct with the Company.

The Franklin is making phenomenal progress, having reached the \$100,000,000 mark May 1st.

For information write the Home Office.

Springfield, Ill.

MAKES GOOD SHOWING

SOUTHWESTERN LIFE PRAISED

Texas Department's Report on Examination Says It Has Valuable, Selected Business

According to a report on an examination of the Southwestern Life of Dallas, just made public by the Texas department, the records and experience of the company show that it has a valuable, selected class of business. The examination, which was made by J. L. Mims, covers the period from Sept. 30, 1918, the date of the previous examination, to Dec. 31, 1919. The company was incorporated and began business in 1903, with \$100,000 capital and \$50,000 paid in surplus. The capital stock now is \$500,000 and surplus \$507,565. Total income for 1919 was \$2,709,031. Admitted assets total \$7,071,740, and liabilities, except capital, \$6,064,174.

In 1919 the company issued and paid for nearly \$19,000,000 of business, and at the close of the year there was \$61,968,311 of ordinary business in force. In addition to ordinary insurance in force, the company had \$3,366,689 of group insurance in force at the close of 1918. This amount had increased to nearly \$5,500,000 by end of 1919.

Influenza Reduced Profits

Group insurance has not proven very profitable on account of the influenza epidemic soon after the company started issuing group policies, and also on account of a slight recurrence of the epidemic during the early part of 1920. The records show, however, that a relatively good profit would have been realized if there had not been losses from influenza.

In common with all other life insurance companies, the company experienced a high mortality during the last part of 1918 and the first few months of 1919. The company paid 210 death claims for a total of \$389,527 during 1918 and influenza and pneumonia were the causes of 114 of these claims, aggregating \$220,186. The ratio of actual to expected mortality for the first nine months of 1918 was approximately 34 percent, while that of the whole year was approximately 99 percent. While this was a high mortality, it is considerably less than the experience of many other companies of approximately the same age and size for the corresponding period.

Investment Record Commenced

The examiner reports that "the company has been very careful indeed in handling of its investments." The greater amount of available funds have been invested in first lien mortgage loans, which pay a rate above the average for this class of investments for insurance companies. The company has maintained its high record of never having foreclosed to collect a mortgage or past due interest, and the amount of past due interest has always been relatively small. The company has approximately \$300,000 invested in Liberty Bonds, and has been using these bonds greatly to advantage in obtaining funds to make loans, when loans were available and cash receipts not sufficient. The books and records are well adapted to the needs of the company and are carefully and accurately kept. A cash dividend of 12 percent was paid in 1919 and another at the same rate was declared in January, 1920.

Examiner Mims declares that "the success the company has made speaks highly for the efficiency of the management and clearly shows that the officers of the company have been alive to their respective duties. Each officer is a capable and experienced man in his field of service."

The company's home office building is the only real estate owned. The building is a sixteen-story, fireproof

Distinctive Features of the Unique Manual-Digest

The only "combination" book published, containing the information of all other books and much more besides, between two covers.

Beautifully bound in red kera-tol, printed on thin "bible" paper, 1,300 pages, and yet of convenient pocket size.

The 1920 book contains all the information formerly in the Unique Manual and the Policyholders' Digest; it is a combination of the only two "combination" books published.

The only book which covers all companies and all departments of information, 250 companies in all.

The only statistical book which also contains a department of "general information," so necessary in judging the merits of a company.

The only book on policy and rate information which contains also detailed analysis of the annual statement of each company.

The only book which really analyzes the policy contract; the digest is virtually as complete as though the policy were given in full.

The most complete treatment shown in any book on surrender values, cash, loan, paid-up and extended, usually for 8 policies at 5 year ages. This department has been transferred from the old Unique Manual.

The most complete showing on disability and double indemnity rates, monthly income, and all odd and special forms.

The best showing on dividends and net costs; net costs shown for both participating and non-participating companies.

The only book showing every policy issued by every company, some 8,000 forms in all; rates shown at three sample ages, 25, 35 and 45, with short description of policy where needed. The only showing of retroactive principles in practice published anywhere.

"Carries through" on premiums, dividends, and surrender values for most companies on NINE LEADING FORMS, whether the so-called "standard" forms or not.

All the reserve, mortality and miscellaneous tables shown in BOTH the old Unique Manual and Policyholders' Digest now shown in the Manual-Digest.

Published Annually in May by
The National Underwriter
Company

Cincinnati Chicago New York

Price \$3

steel structure situated in Dallas, the lot and building being appraised at \$1,250,000. The rate of income on the appraised value for 1918 was 6 percent and the corresponding rate for 1919 was 6.2 percent, which is considered an excellent return on an office building.

New Kansas Life Company

A new Kansas life insurance company is being organized in Topeka. It has been incorporated under the name of the National Reserve Life, with \$225,000 capital. The organizers are now completing their organization work and have an application before the state Blue Sky department for permission to sell stock. The plan of the company provides for making each policyholder also a stockholder by allotting a certain amount of stock to each policyholder and allowing the earnings on the policy to pay a part of the cost of the stock.

The officers of the company are: President, George Godfrey Moore, Topeka; vice-presidents: George Kreck, Lawrence, Kan.; J. H. Mercer, Bazaar, Kan.; secretary, A. B. Jeffries, Topeka; treasurer, J. H. Lee, Topeka.

Mr. Moore has been in the life insurance business for many years, and is now general agent for Kansas for the Guardian Life of New York.

WITH INDUSTRIAL MEN

Prudential News

Agent James C. Whelan of the Prudential at Evansville, Ind., is the leading agent of Division L in the production of ordinary business.

Agency Organizer Joseph N. Fontaine of Ardmore, Okla., has been promoted to the position of superintendent at Oklahoma City, Okla.

Agents William W. Smith of Parsons, Kans., and James S. Brandon of Oklahoma City, Okla., are now assistant superintendents in their respective districts.

Listed among the Division "C" leaders, in connection with the blue ribbon ordinary campaign, are Agents J. D. Sullivan of Salem, Mass., district and H. C. McDonald of Brooklyn district.

Agent O. Meltzer of the Springfield, Mass., district is the leading agent on Division "C," according to yearly ordinary net issue, and is listed No. 8 among the company leaders in this department of the business.

F. E. Dionne and E. J. Kelleher have been promoted to the position of assistant superintendent in the Worcester and Portland, Me., districts, respectively.

NEWS OF COMPANIES

Philadelphia Life—It reports that the paid-for business placed on its books in September amounted to \$1,551,232, being a gain of \$531,308 over the corresponding month of 1919. The examined business written September aggregated \$2,527,545, which was \$412,895 more than in September of last year. The total insurance in force Dec. 31, 1919, was \$48,625,799. Sept. 30, 1920, the outstanding insurance reached \$59,135,773, an increase in nine months of \$10,509,974.

Metropolitan Life

The Metropolitan Life has increased the minimum amount which it will write on what has heretofore been its special \$5,000 low cost policy to \$10,000, and its maximum amount for ages under 63 from \$25,000 to \$50,000.

Tolle With Liberty National

W. D. Tolle, formerly manager of agencies of the Great Northern Life at Eau Claire, Wis., has become vice-president and director of agencies of the Liberty National Life of Cape Girardeau, Mo.

Harry Fisher, a life insurance salesman in North Adams, Mass., has been missing for over a week. He left stating he was going bear hunting in the neighborhood of Williamstown, with a Maine guide. The mystery of his disappearance is deepened in the fact that he failed to mention the name of the guide, nor did anyone see the man.



"Welcome," That's Us

We never did think much of the fellow who built himself a palace and surrounded it by a high wall.

Neither do we favor the idea of insurance executives walling themselves in from their agency force and their Home Office employees.

The Lincoln National Life Insurance Company follows the consultation plan, with everybody trying to help everybody else.

No one man or clique of men controls the stock of The Lincoln Life. The policies of management are determined by the officers and heads of departments, and their joint agreements get the hearty support of all.

This harmony of purpose and action radiates from the Home Office to the territory of each Lincoln Life salesman, assuring prompt and helpful service to the men in the field.

Because of this whole-hearted co-operation, it pays to—

LINK UP WITH THE LINCOLN

The Lincoln National Life Insurance Co.

"ITS NAME INDICATES ITS CHARACTER"

Lincoln Life Building

Fort Wayne, Indiana

NOW MORE THAN \$148,000,000 IN FORCE

Iowa Equitable's Building Plans

Plans for the new Equitable Life building to be erected in Des Moines have been partly formed following a visit through the east of Henry S. Nollen and Frederick W. Hubbell, officers in the company. The Equitable sold its twelve-story building some months ago and plans a new one to be composed of office rooms and stores on the southwest corner of Sixth and Locust streets, across the street from its

former structure. Messrs. Nollen and Hubbell visited buildings at Newark, New York, Philadelphia, Boston, Hartford and Pittsburgh. They will start the new building within a few months.

Rule on Accident Death Claims

A new rule, relative to the payment of death claims under accident policies written by both life and accident and health companies, is being prepared by the Kansas insurance department. Un-

der the standard policy forms there is a provision that, in the event the policyholder has other insurance, the payment of claims should be pro rated by all the companies. Some of the companies have held that this rule applies also in event the policyholder dies or is killed in an accident. The state in-

surance department holds that, in the event of assured's death, an accident or health policy really becomes life insurance and is not subject to pro rating. The pro rating clause relating to partial disability has the approval of the department, as it tends to prevent over-insurance.

WANTED—Young man with home office life insurance company experience. New company being organized at Minneapolis. Excellent future for right man. In reply, give all details, salary wanted, etc. Address 54-W, care of National Underwriter.

WANTED District Managers for Canton and Cincinnati, Ohio

BY
THE GEM CITY LIFE INSURANCE CO.
OF DAYTON, OHIO

Write the Home Office for further particulars. Here's an opportunity for a good man to get in on the ground floor with a progressive young Ohio company

ONLY RURAL OLD LINE COMPANY

Low participating rates; double indemnity insurance; shortest, cleanest policies in the world; complete protection disability clause.

THE AGRICULTURAL LIFE INSURANCE COMPANY OF AMERICA

FRANCIS F. McGINNIS, President, General Counsel and Founder

We are writing at the rate of six millions a year and have a particularly attractive proposition for men with clean records who can deliver the goods—as General, State or District Agents

WILLARD E. KING, Vice President and Manager of Agencies

FRANKLIN A. BENSON, Secretary and Superintendent of Agents

Home Office: BAY CITY, MICHIGAN

Standard Life Insurance Company

HOME OFFICE, DECATUR, ILLINOIS

All we ask is an opportunity to show to the up-to-date Agent either part time or whole time that we have the best proposition and opportunities for his future success.

Approximately \$35,000,000 insurance in force.

Address the Company at once for agency contract and territory. Salary and expense allowance arranged for where conditions justify it.

Company operates in Michigan, Iowa, Illinois, Nebraska, Kansas, Oklahoma, Missouri and Indiana

THOMAS J. OWENS, President

DR. ALBERT SEATON, Vice-President and Medical Director

CLAUDE T. TUCK, Secretary

CENTURY LIFE INSURANCE CO., INDIANAPOLIS

Capital, \$200,000

NO ORGANIZATION EXPENSE

Surplus, \$100,000

All of the stock is held by a few substantial business men Managed by men experienced and familiar with all departments of Indiana who believe in the ability of the management to build a real life insurance company.

We offer agents experienced management, superior policy contracts, choice territory, progressive field and home office methods and an old-fashioned general agency contract that means money.

If you want to be affiliated with an institution that has real red blood in its veins—that has all the elements of growth and permanency—

Tell us where you want to work

WANTED

A

MANAGER

A live wire fellow who is capable of selecting agents for the sale of Accident and Health Insurance in monthly payment department can secure a position with the undersigned Company on salary and commission. When writing state full details, past history and references.

INCOME GUARANTY COMPANY
SOUTH BEND INDIANA

in every district to carry out this plan. 2. A closer relation and a closer observance of insurance laws and insurance ethics. 3. Not one but many sales congresses. There will be one annual sales congress at Dallas, but the association will carry congresses to every district in the territory where vital selling questions will be discussed. 4. An educational campaign for furthering the understanding that insurance is a necessity. This campaign will reach through the newspapers, the schools and the billboards as well as the selling men themselves. 5. A divorcement of the offices of commissioner of insurance and banking with a real insurance man in charge of the insurance department. 6. An active part in the work and activities of the National Association and a close cooperation with President Orville Thorp of that organization. 7. Taking the association out of the hands of general agents and agency managers and placing it directly in the hands of the man with the rate book.

Hartford, Conn.—A discussion on the ethics of life insurance was conducted by Lee C. Robens, Charles E. Stockder, Fred J. Carr and Edward S. Doten at the annual meeting of the Connecticut Association. Reports of the national convention in Boston last month were given by Thomas W. Russell of Hartford and James P. Herron of Bridgeport. Officers elected at the meeting are:

President—John W. Moore, Bridgeport. Vice-Presidents—Max Hartstall, Hartford; Fred S. Keech, New Haven. Secretary-Treasurer—James B. Moody, Jr., Hartford.

Executive Committee—Richard Greening, chairman, Hartford; George G. Mullins, Waterbury; George W. Greene, Waterbury; Charles E. Stockder, Hartford; Charles W. Fuller, Shelton; F. A. Griswold, 2d, Bridgeport; James P. Herron, Bridgeport. The retiring president, George G. Mullins, and the new president, John W. Moore, both made addresses. The association has a membership of 225.

Fox River Valley—The Fox River Valley Association held its regular monthly meeting and dinner at the Hotel Athearn in Oshkosh, Wis., Oct. 4. The next regular meeting has been called for Monday evening, Nov. 8, at Appleton, Wis. The session will be held at the Hotel Sherman. Charles C. Baker of Appleton, vice-president of the association, has charge of arrangements.

Chicago—The annual meeting of the Chicago association will be held at the Lumbermen's Club Oct. 26. The meeting will be preceded by a dinner, which will be held promptly at 6 o'clock. There will be an election of officers. L. S. Brooke, manager of the Retail Credit Company, will address the meeting on "Inspection and Investigation." A descriptive summary of the recent convention of the National association held in Boston will be given by Franklin Wyman of the Berkshire Life and A. A. Drew of the Mutual Benefit.

Richmond, Va.—The October luncheon of the Richmond Association was given over principally to talks by members who attended the national meeting in Boston. They told of the many good ideas and impressions which they gathered on the trip and brought back home with them. Among those who related their experiences were A. O. Swink, John B. Cary, Arthur Levy and W. W. Hardwicke. Mr. Swink, who is Virginia manager for the Atlantic Life, said that he had written a \$100,000 case since returning home and it was the result of pointers which he picked up at the big meeting. John B. Cary and Foster Wilt of the Mutual Benefit and the Penn Mutual, respectively, were elected members.

of the executive committee. A suggestion was made that the monthly meeting date be changed to the second Tuesday from the second Monday. This was referred to the executive committee.

* * *

Cincinnati, O.—The Cincinnati Association held its regular monthly meeting Tuesday of last week. There was a large attendance to hear the address of Judge Lueders of the probate court, who described at length the processes of the court in regard to the handling of estates, wills, inheritance taxes, etc. Judge Lueders took up a series of topics suggested by President Drewry in connection with probate court matters and interpreted the law and court practice. Some forty prominent business men of the city were present as guests of various members, and the meeting was one of the best held in months.

* * *

Cleveland, O.—Importance of the local examining physician to the life underwriting business was explained to members of the Cleveland Association, at its special October meeting and luncheon by Dr. E. K. Root, medical director of the Aetna Life. Recognition of this important factor in their field was demonstrated by the members in one of the largest gatherings in the history of the association. In the opinion of Dr. Root the personal opinion of local medical examiners of applicants' insurability is of essential value to successful life insurance work, and that the medical examiner carries much responsibility for this success. About 15 local medical examiners attended this meeting, and several of these supplemented Dr. Root's address. Many questions of practical interest were also answered by Dr. Root.

Among those who addressed the meeting was Dr. J. C. Placak, medical examiner of the Cleveland Life, who outlined a plan for organizing the local medical examiners, with a view toward cooperating on common problems. President R. A. Ferris and Secretary C. F. Criswell, of the Cleveland association, will assist in developing this plan.

A plan for developing definitely the varied work continually being advanced by the association was put into effect here this week in the appointment of an advisory council, with a representative from each office in the association. The object of this council will be to assist the

association in developing its activities. The council includes some of the strongest individuals in the field in this territory, who will be certain to accomplish the work outlined for them.

* * *

Minneapolis, Minn.—C. N. Patterson, secretary-treasurer of the Minneapolis Association, has sent out notices that Commissioner Lindquist will address the regular monthly meeting the last of the week. Delegates to the Boston convention will tell something of what they saw, heard, thought and experienced, as well as their general expressions of the value of the convention.

* * *

Sioux City, Ia.—The regular monthly meeting of the Sioux City Association was held last Saturday in the form of a banquet. The meeting was in charge of the Conservative Life of Sioux City and Burton H. Saxton, president of the company, presided. With the signing of seven new members, the association has practically a 100 per cent membership among the Sioux City life men.

A. C. Savage, insurance commissioner of Iowa, was the principal speaker, talking on the relationship of the insurance department to the life companies and their representatives. J. H. Jeffries and D. R. Dillard of the home office staff of the Penn Mutual were present and gave short talks. The association adopted the program prepared by the national body and committees have been appointed to carry on this work.

* * *

Indianapolis, Ind.—The Indiana Association resumed its monthly meetings last Saturday, following a noon luncheon. The Indiana Association received the silver cup as first prize in the membership contest conducted by the National Association the past year. Joseph E. Traylor, newly elected secretary of the National Association, presented the cup and praised in highest terms the work done by the local association. President Ward Hackleman, in accepting the trophy, said that the goal for the coming year is 500 members and that this mark will be reached.

President Hackleman announced that an insurance sales conference for the benefit of life underwriters from all parts of the state is planned for Jan. 7, 1921, at which will be present some notable experts in life insurance salesmanship.

Among the speakers who took part in

the program Saturday were George K. Jones, Daniel Flickinger, John Corwin, Joseph Raub and J. E. Traylor. Mr. Jones commented on the splendid organization which marked the carrying out of the program of the meeting of the National Association at Boston.

The old question of part-time agents came up again and a resolution was introduced to eliminate part-time men. The usual arguments, pro and con, were brought forth for consideration but final action was not taken on the matter at this meeting.

GROWTH OF SOUTHERN LIFE COMPANIES

Interesting Comparisons with Early Days and Present Made by Head of Southern States Life

THE splendid progress made by the Southern life insurance companies, particularly in recent years, is brought out strongly by Wilm L. Moore, president of the Southern States Life of Atlanta, in a recent issue of the "Manufacturers' Record." His article says in part:

Up to the days of the Civil War the people of the South relied almost entirely upon the Eastern companies for their protection.

While the information we have of Southern life insurance companies is very scant and meager in these early days, we do know of nine companies having been organized in the South prior to that time. Of these nine, however, only two were operating in 1861, the North Carolina Mutual and the Southern Mutual of Columbia, which went out of business in 1862 and 1868, respectively.

In 1861 there were in active operation 34 eastern and western companies doing a life insurance business, of which 21 are still in active operation, while 13 have either retired from life insurance business or have reentered in some other company, or have failed.

Many New Ones After War

Between 1861 and 1870, both during and immediately after the war, there was an immense increase in the business of life insurance, and no less than

94 new life insurance companies were organized in the various states, of which the South was responsible for 15.

The people of the South, in the early days of its rehabilitation after 1865, at once began to recognize the advantage of retaining in their midst what money they had, and even then the slogan of "Keep your money at home" must have appealed very strongly to them. The organization of life insurance companies was one of the means adopted for this purpose.

Unfortunately, however, most of the attempts to establish these financial institutions were made by men who did not have the business experience or natural capabilities to carry same out to successful issue, and who, for the purpose of appealing to their fellow-countrymen for their support, and of getting them interested in their projects, placed at the head of those institutions men whose chief recommendation was that they had won renown and reputations through their connection with the war, and whose names, for that reason, were names to be conjured with, Jefferson Davis himself being one as president of the Carolina Life of Memphis, Tenn.

Could Not Survive Panic

These were the years when the financial resources of the South were of a very limited character. The result was

BANKERS LIFE INSURANCE COMPANY OF NEBRASKA

Home Office: Lincoln, Nebraska

Assets - - - - \$17,500,000.00

BEATRICE, NEBRASKA, August 8, 1920.

*Mr. H. S. Wilson, President,
Bankers Life Insurance Company,
Lincoln, Nebraska.*

DEAR SIR: I am delighted with the draft handed me by Mr. A. H. Gray, your general agent, for \$312.98, being the surplus earned on my policy that matured this day, and I still have a Paid-Up Policy for life which will draw dividends the balance of my life.

This gives me an actual profit of \$743.98, as I only paid you \$569.00 in the whole twenty years.

I am now carrying \$7,000.00 with your company and have just made application for \$5,000.00 more, which will make me \$12,000.00 with your company, besides I have \$5,000.00 with another company, and I am sorry it is not all with your company.

Thanking you for your promptness, I am,

Yours truly,

FERD F. KUHL.

If interested in an agency or policy contract write Home Office, Lincoln, Nebraska.

TWENTY PAYMENT LIFE POLICY

Matured in the
OLD LINE BANKERS LIFE INSURANCE
COMPANY
of Lincoln, Nebraska.

Name of insured.....	Ferd F. Kuhl
Residence	Beatrice, Nebr.
Amount of policy.....	\$1,000.00
Total premiums paid.....	569.00

SETTLEMENT

Total cash paid Mr. Kuhl.....	\$ 312.98
And a Paid Up Participating policy for	\$1,000.00

Insurance in Force Over \$245,000,000

For co-operation
with agents in securing the
complete satisfaction of policyholders

The Equitable Life Insurance Company of Iowa

maintains a SERVICE Department which
opens for them a broader field
of opportunity and
assures success

New Business in 1920 Over \$52,000,000

A Wider Field—An Increased Opportunity

Our Agents can sell policies on the annual premium plan, up to \$3,000, to young men and young women as young as age 2—protective insurance and Educational and Business Start Endowment Insurance. This extension of the age limit for Ordinary Insurance down to age 2 helps our Agents considerably. We issue Participating and Non-Participating Policies. As regards adults, we write contracts with Double Indemnity provisions covering any kind of fatal accident, or with Double Indemnity provisions covering fatal travel accident only, as may be desired. We issue policies with waiver of Premium and Disability Annuity or Instalment Payment features. We insure males and females at the same rates.

OLD COLONY LIFE INSURANCE COMPANY
CHICAGO, ILLINOIS

More Than One Million Policies Now In Force

Only four other life insurance companies in America have more policy contracts in force than this Company. A study of the following growth in ten years is invited:

	Jan. 1, 1910	Jan. 1, 1915	Jan. 1, 1920
Assets	\$ 4,867,379	\$ 8,763,566	\$ 18,682,446
Policies in Force	342,972	551,969	1,058,956
Insurance in Force	44,780,907	79,619,435	191,495,761

Attractive opportunities open to agents in Ohio, Indiana, Kentucky, West Virginia, Western Pennsylvania, Michigan, Illinois and Missouri.

The Western and Southern Life Insurance Co.
W. J. WILLIAMS, President CINCINNATI, OHIO
Organized February 23, 1888

RARE OPPORTUNITY

Two General Agency Openings
In the State of Montana

A splendid direct Home Office contract under which a profitable and permanent business can be established is waiting for the right man.

THE COMPANY NOW HAS MORE THAN \$76,000,000
OF INSURANCE IN FORCE

The Minnesota Mutual Life Insurance Co.
ST. PAUL, MINNESOTA

that a number of these organizations, established as they were in many cases on an entirely insufficient financial basis and having, as it were, only just been born in the South, they had no opportunity of gaining the requisite strength which comes with maturity. Having no support to fall back upon, in the panic of 1873 they either shared the fate of hundreds of banks, insurance companies and other financial institutions in the East and West, and were swept away in the general maelstrom of financial depression which overwhelmed the whole country, or else suffered so severely from it that, although they struggled along for some years, they were never really able to recover themselves and finally had to succumb.

Of these 15 companies, only one is now in existence, the Maryland Life. That this condition, however, was not by any means peculiar to the South, as some would endeavor to make us believe, is evidenced by the fact that of the 79 companies organized in the East and West during the same period, only nine are now operating, while the state of New York, always considered the financial center of the country, was responsible for 37 out of these 79 companies, of which only one, the Metropolitan Life, survives.

No Longer Dependent

While this first attempt to conserve the financial interests in the South met with anything but success, the southerner was nothing daunted, but believing himself fully capable of measuring up with the best, and that financial success was not indigenous to any one section of the United States, he once more put his shoulder to the wheel, and in the half-century which has elapsed since those days has proven the truth of this contention, and today we find the South standing self-reliant, no longer dependent on other sections of the country as in those early days, but once again taking its position as a leader in the business of the world.

What has been the growth of the life insurance companies of the South is best shown by a comparison of figures giving the number of companies chartered in each Southern state in five decades—1879, 1889, 1899, 1909 and 1919—the total amount of insurance in force, the amount of new business written and the premium income received by such companies during those years.

Figures by Decades

In 1879 the total amount of insurance in force throughout the country was \$1,439,961,165, the amount of new business written that year by all companies was \$167,865,390, and the total premiums collected was \$53,102,588, the total number of companies being 32.

There were nine Southern companies operating, but of two in Alabama, one in Georgia, one in Louisiana and one in North Carolina it has been impossible to get any returns of their business in that year, as those five companies are no longer in existence. The four companies remaining showed in 1879: Total insurance, \$10,271,630; new business, \$1,198,228; premium income, \$330,125.

During the first decade thereafter the number of active companies remained the same; the business of the four companies, however, had increased about 133 per cent, as against an increase of about 111 per cent shown on the total business in force throughout the country.

The figures for the country at large at the end of 1889 were: Insurance in force, \$3,147,006,173; insurance written and revived during the year, \$787,665,283, and premium income for the year, \$134,683,894.

The following is business of Southern companies for 1889: Total insurance in force, \$23,902,421; new business in 1889, \$7,936,182; premium income, \$738,467.

Big Advance After 1889

Between 1889 and 1899 the number of Southern companies had only been

increased by three, but they showed an advance in the amount of insurance in force of \$45,309,733; in the amount of insurance written during the year \$25,059,585 over 1889, while the premium income was greater by \$2,299,846.

In moving the clock of time another period of 10 years, what do we find? In the East during that period the world of life insurance had experienced a terrible upheaval, brought about by what is known as the Armstrong in-

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Telephone, Randolph 7684

THE COLUMBIAN NATIONAL LIFE Insurance Company

Arthur E. Childs, President
Boston, Massachusetts

LIFE, ACCIDENT AND HEALTH INSURANCE

Low Guaranteed Rates

vestigation made by the New York Legislature in 1905 and 1906, and the people of the South had taken advantage of the feeling created by this investigation to establish a number of life companies in their midst. At the end of 1909 there were 43 companies which had been organized in the South, as against seven ten years before; the total amount of insurance in Southern companies had risen from \$69,262,154 to \$326,232,078, an increase of nearly 500 per cent. The new business written that year was \$116,441,319, as against \$32,995,767, and the premium income had grown from \$3,098,313 to \$12,984,890.

Results of Last Decade

Coming now to the last decade, the table shows that while the number of companies organized in the South had again been only increased by three, we find that the total amount of insurance in force had grown to more than \$1,250,000,000, showing a gain of \$949,483,105, but what is perhaps most significant, the amount of business written last year in Southern companies was \$377,231,991 more than that written by Southern companies in 1909, or an increase of more than 400 per cent,

and the premium income collected was \$50,340,245, as against \$12,984,890 in 1909.

From the standpoint of Southern insurance companies it is especially interesting to observe how closely the figures of the business in Southern companies in 1919, two years after the late war, compare with those for the whole country of 1867, two years after the Civil War, and also with those of 1879, the low-water mark after the panic.

Judging by comparison of the figures of 40 years ago and those of the present time, the question at once arises in our minds: What will be the results in the South in another 40 years' time? The increase in insurance in force has been practically \$28,000,000,000; the increase in insurance written during the year almost \$7,250,000,000, and the increase in premium income for the year over \$1,150,000,000.

What is there to prevent the South from so developing her own established life insurance companies so that they shall rank as high within her confines as the older ones rank in the East and West, and make a similar pro rata increase in the next 40 years?

NEED FOR STEADY, CONSISTENT WORK

Forbes Lindsay, Life Insurance Sales Expert, Points Out Some Causes of Failures in the Field

FORBES LINDSAY of Los Angeles, the life insurance sales expert, takes the position that one in every ten persons approached haphazard will be a good prospect. Therefore, if an agent approaches 20 persons a day he will develop 12 good prospects a week. Mr. Lindsay declares that the man who cannot close two out of the 12 prospects is in the wrong business. He says that many life agents seem to stop after producing \$100,000 per year. They consider that the height of their ambition and do not advance. He asserts that this is a wrong notion, because men that can produce \$100,000 have the ability to do more. Mr. Lindsay takes the position that steady work without more than average skill will produce greater results.

Lack of Inadequate Purpose

In discussing this question Mr. Lindsay says a number of reasons may be assigned for the failure of agents to write more business. He finds, however, the fundamental cause is lack of an adequate purpose. Every man, he declares, who fixes his mind on earning commissions solely and has money getting ever before him, will not make a big success. He urges an agent to have some ambitious aim that may be attained only by hard and persistent effort. This will cause him to improve his efficiency, will make his interest keener, and will bring greater results.

Will Improve Efficiency

Speaking further on the subject, Mr. Lindsay says:

"The entertainment of a worthwhile purpose—some ambitious aim that may only be attained by hard and persistent effort—will do more than anything else to stimulate an agent. It will prompt him to seek every means for the fulfillment of his object and so induce him to improve his efficiency. It will keep his interest alive and that alone must have a highly beneficial effect upon his work. It will encourage him in periods of disappointment and difficulty. It will afford him a constant incentive to do his best.

"The most energetic efforts must prove more or less futile unless inspired by a definite aim. On the other hand, the purposeful mind has a clearly defined track for advance, from which it will allow no deviation. Purpose is the rallying point around which it assembles all its faculties, then marches

toward its goal with direct motion, under the impulse of massed resources.

Must Have Definite Goal

"If you wish for any worthwhile attainment in the future you must have a definite idea as to what you desire to become, to perform or to possess. Set up some big object—a purpose or ideal great enough to fire your ambition. There must be something that you would intensely enjoy possessing—an automobile, a home, a general agency of your company. Whatever it may be, make it your purpose to get it. And don't believe it to be beyond your reach merely because you have never got it. Heretofore, you have been content with wishing. That will not carry you anywhere. But just as soon as you form a determined purpose to realize your desire you will find yourself moving forward toward it. Your energy will be stimulated. Your faculties will be sharpened. Your work will become more effective.

Must Strive Hard

"Money will purchase most of the things which we desire and help to secure others which cannot be bought. Consequently the earning commissions will be a means to the attainment of any object that you may have in view. And just as soon as you have a definite purpose, that fact in itself will increase your earning power. It cannot fail to do so. A strong incentive must make you strive harder and improve the quality of your efforts.

"Take my word for it, the possession of an adequate purpose will make your work doubly effective. You will appreciate the benefit of it almost at once. Perhaps it will be best to start with something comparatively easy at first. When you achieve this purpose, set up another, a little more difficult in realization, and so let your ambition expand by degrees. Before long you will find yourself confidently aiming at big things and getting them."

Life Notes

The Travelers has opened a new life and accident branch at Duluth.

Cards are out announcing the approaching marriage of Eugene S. DesPortes, district manager at Lynchburg, Va., for the Penn Mutual, and Miss Addie Celeste Ervin of Richmond. The wedding will take place Nov. 17. Mr. DesPortes was formerly cashier in the Richmond office of the Penn Mutual.

THREE RULES:

The Northwestern Mutual Life Insurance Company was the pioneer in establishing rules to protect itself and its agents against evils which demoralized the business.

For twenty-seven years it has enforced a stringent **Anti-Rebate Rule**.

For twenty-three years it has observed a **No Brokerage Rule** which prohibits the acceptance of business from, or the payment of commissions to, other than an agent of the company. Exception only is made in the case of legitimate surplus business and then only from a licensed agent of another company upon an anti-rebate agreement from him.

For more than twenty-eight years it has adhered to its present **Civil Service Rule** which provides that all appointments to general agencies shall be made from those already connected with the company and otherwise qualified.

To the literal enforcement of these rules is attributed, in large part, the success, high character and the loyalty of the agency force of

THE NORTHWESTERN MUTUAL

LIFE INSURANCE COMPANY



Wisconsin

J. O. LUAGMAN, President

DR. ANDREW JOHNSON, Secretary

International Life & Trust Company

offers up-to-date contracts for good men.

Sohrbeck Building
MOLINE, ILLINOIS

Improved Disability Provision

Claim may be made *as soon as disability occurs*—no probationary period.

Payments begin immediately on approval of claim—no probationary period.

Monthly payments, lifelong, conditioned on permanence of disability.

Immediate waiver of future premiums—no waiting until next anniversary.

Full amount of insurance paid when insured dies, without deduction for disability payments or for premiums waived.

This new disability provision brings the service of America's oldest legal reserve life insurance company still closer to the needs of the insuring public.

For terms to producing Agents address

The Mutual Life Insurance Company of New York

of New York

34 Nassau Street, New York

Two "Closers" Wanted

to travel in Indiana, Illinois, Iowa and Missouri to do special work, especially with new agents.

Farmers National Life Insurance Co.
3401 Michigan Ave. CHICAGO, ILL.

DISTRICT AND LOCAL AGENTS FOR OHIO

Excellent Territory Liberal Agency Contracts
Attractive Policies

The Inter Southern Life Insurance Company, of Louisville, Kentucky, is ready to offer an unusual opportunity to representatives in the State of Ohio.

If you want to have submitted to you an Agency proposition that is really worth while, WRITE,

ELLSWORTH REGENSTEIN, State Manager
Lock Box 303, Cincinnati, Ohio

HOW TO GET THE APPLICATIONS

Talk Business, Close the Case and Get Your Prospect Examined, Says E. M. La Plant

E. M. LA PLANT of Wisconsin, who represents the New York Life, made a cracking good four-minute selling talk at the meeting of the \$200,000 Club at Saratoga, N. Y. He won the third honor in the four-minute contest. Mr. LaPlant started with the New York Life in May, 1919. He secured 52 applications for \$75,500 in practically three weeks, one of the notable records for a new man. He made the \$200,000 Club easily, in a few months paying for \$653,500. In his talk Mr. LaPlant practically tells how he does his work. He said:

"I have been asked to say a few words about the best way to get applications. Frankly speaking, to my mind there is only one way and one method in which to proceed and that is simply to go out and get them.

"(1) I believe, and we all must, that in order to make any success in our work we must believe in what we are selling.

"(2) It is very important that we carry enough insurance ourselves.

"(3) We must win the confidence of the applicant both for the company and ourselves, and,

"(4) We must put snap, enthusiasm, energy and work together, asking for a fifty-fifty break in the luck of the game.

"To my notion one of the largest

helps in writing is the plan of getting one application a week, or, better still, getting an application daily. It has been my good fortune to have written an application daily since I started with the company. We should all strive to write one a day and not one a week.

"I believe if I have a prospect in view and get the opportunity to talk to him, it's my fault if I don't close him, and I believe it's the same with you. Talk to a man and talk as earnestly as possible to him to take a policy with your company, but if he does not come across you alone are to blame. It means just simply this: If we lose, it's merely a lack of education on our part to make him see the benefits that he is to derive in the future by taking out a policy now.

Must Like the Work

"We have got to like our work if we wish to make it a success. As far as insurance is concerned I like it, to make it stronger, I love it. I would rather write an application than eat and I would rather have an applicant examined than sleep. We must work just as hard in this business as we would if we owned it. We cannot lie down on the job. One of the boys asked me the other day what hours I put in. I said, 'From seven in the morning until ten to twelve at night.'

MUTUAL TRUST LIFE INSURANCE COMPANY

FOUR FACTORS TO SUCCESS

Interest on Mean Invested Assets	5 1/2%
Actual to Expected Mortality	48 %
Ratio of Cost, New Business to First Year Premiums .	62 %
Ratio, Total Insurance Expense (less cost of new business)	15 %

A Conservatively Progressive Company

New Business Being Written at the rate of Thirty Millions for 1920

HOME OFFICE: 30 North La Salle Street, Chicago

LIVE MEN CAN DOUBLE THEIR INCOME SELLING OUR Monthly Pension Bonds

(Copyrighted)

Under Our Service Pension Contract

THE LA FAYETTE LIFE INSURANCE CO.

W. W. LANE, Secretary

LA FAYETTE, INDIANA

A. E. WERKHOFF, President

PAN AMERICAN LIFE INSURANCE COMPANY NEW ORLEANS, U. S. A.

CRAWFORD H. ELLIS, President

Total Resources Dec. 31st, 1919, - over \$7,500,000.00

Insurance Issued during 1919 - over 26,000,000.00

Insurance in force Dec. 31, 1919 - over 70,000,000.00

THE PAN-AMERICAN WAY
IN KEEPING with the higher Ideals and Ethics of the business, the Pan-American does not seek to employ agents of other companies, but by interesting men of intelligence, character and clean record, instructing them by correspondence, and assisting them by the active co-operation of specially trained men, it has built up a field organization that is prosperous and contented.

What these agents are doing, you can do, if you have the will—the Pan-American Way is open to you.

Address: E. G. SIMMONS, Vice-President & General Manager,
New Orleans, La.

We cannot be swivel chair artists or be glued to our chairs. If we expect business we have to move early and late. First satisfy yourself that you are writing the very best and then convince the other of your belief. Next, explain your policy fully to the prospect and be fair and play square with him. We cannot have a time limit on our work. An eight-hour business doesn't go with a live wire agent. If we were to start a union and I had anything to say about it I would ask for more hours and longer days, and our motto would be 'More Applications and Larger Ones.'

Get at Prospects Everywhere

"I believe that we should write applications anywhere and everywhere. I write them at their vocation or on their vacation. I try to have the prospect sell himself, and to me it seems that there are prospects wherever you turn. You know that some day either the applicant or his beneficiary is going to thank you for having written him."

"I read in a magazine: 'Do not try to sell spectacles to a blind man.' Thanks to rules set down by our company, figuratively speaking, there are no blind men in our work. We can sell to all. But we must have pep in our work and not loaf on the job. When we come to a prospect, talk business, close the case, and get him examined immediately."

"When I write an application and the prospect is signing his name on it with one fountain pen, I have another fountain pen ready for him to sign his name on the note. And I don't believe in going into anything half-heartedly. Go into it to win. To me it's all a game. When I get a prospect I figure, is that man going to win, or am I? Then I give that man all I have in the insurance talk."

Approach Is Big Factor

"Don't tell me approach means nothing. Approach is one of the biggest factors in writing insurance, not only the approach, but the get-away as well. I like to leave the prospect so that there is no brown taste in his mouth. I want him to be glad I came and willing to see me again."

"In order to write insurance you have to be happy and you have to be a disseminator of happiness. If you have your ups and downs in your business, and all of us have, try to feel like the poet who says:

"It ain't no use to grumble and complain."

It's just as cheap and easy to rejoice, When God sorts out the weather and sends rain, Then rain's my choice."

37,005 PEOPLE

wrote to us last year and asked for an illustration of our "Income for Life" at their age. This valuable lead service explains why our 1919 business showed a gain of 81 per cent. The Fidelity operates in 40 states. Full level net premium reserve basis. Insurance in force over \$173,000,000. Faithfully serving insurers since 1878.

A few agency openings for the right men.

THE FIDELITY MUTUAL LIFE INSURANCE COMPANY

WALTER LE MAR TALBOT, Pres. PHILADELPHIA

Need Monthly Income For Probate Period

A LIFE insurance man said that frequently he found some men of wealth who do not look with favor on the monthly income payment plan. They figure that they have their investments so secured that there will not be much doubt about them and if the investing is left with a trust company, wisdom will be shown in placing the money. This agent said that he advised in many cases that provision be made in the life insurance policy for the first three years after policy becomes a claim as that will be the time that the estate will be passing through the probate court. He said that while the estate is in probate and before the trust company is in charge, there should be a definite income for the family in order that the estate be absolutely protected. He has been able to see much insurance that way.

Life Insurance and Agriculture

The corridor on the main floor of the Aetna Life building in Hartford has had all the appearance of an agricultural exhibit. On a table was a well-stacked-up display of farm products from Oklahoma sent by Gum Brothers, representatives of the company in that section. They were sent to E. H. Johnston, who has charge of the western loan department, who is very enthusiastic over western loans in Oklahoma, where the Aetna has over \$11,000,000 invested without ever experiencing a loss.

Connecticut General to Build

According to officers of the Connecticut General Life plans are gradually advancing for the building which the company will erect on the site of the old Park Casino at No. 51 Elm street, Hartford, Conn. The members of the building committee are President Robert W. Huntington, Vice-President George E. Bulkley, Secretary Richard H. Cole and Directors Charles P. Cooley and John T. Robinson.

It is understood that the company plans for a handsome six-story structure of the most modern type and adapted to its growing needs and will include the installations of shower baths, recreation room, etc.

New Iowa Directory Out

The Iowa Insurance Directory is issued this week from the press of THE NATIONAL UNDERWRITER. Unfortunately, the book has been held back on account of pressmen's strikes. The directory was ready to go to press in August, but a strike of pressmen prevented further operation. The Iowa book contains information about all the companies operating in the state, gives the names of the agents, furnishes a digest of the Iowa laws, and, in fact, is a complete compendium of Iowa insurance information. It is used as a reference book and is very helpful.

W. E. Campbell, recently appointed manager for the Lincoln National at Columbus, O., has opened offices at 131 East Broad street, in that city.

WE WANT MEN

Capable of organizing and managing district agencies in Iowa, Missouri, Illinois and Indiana—men who can handle men and are "closers" and workers. Write now, telling what you have done. Address

Farmers National Life Insurance Co.
3401 Michigan Avenue. CHICAGO, ILL.

FLOURISHING PROGRESSIVE

EXPANDING EVERYWHERE

THE BANKERS RESERVE LIFE COMPANY

We are keeping pace with the wonderful impulse which life insurance now feels and we are placing men who are building solidly for the future.

**Business in Force, \$50,000,000.00
Assets, Nearly \$9,000,000.00
Monthly Production, about \$2,000,000.00**

A few openings available only to Managers and General Agents competent to Produce Results.

Telegraph or write—

The Bankers Reserve Life Company

ROBERT L. ROBISON, President
WALTER G. PRESTON, Vice-President

JAMES R. FARNEY, Vice-President
RAY C. WAGNER, Secretary-Treasurer

Home Office: Omaha, Nebraska



JAS. H. JAMISON, President

NEW and up to date policy contracts. REAL SERVICE to Policyholders and Agents, NOT SO BIG to lose sight of individual agents, and big enough to serve its Agency and Policyholders satisfactorily. SOME GOOD territory in IOWA and SOUTH DAKOTA open for Agents.

QUALITY INSURANCE—CHARACTER SALESMEN

Wanted—Specialty Salesmen—Wanted

Any Sure Enough Salesman, who has the proper Intestinal Equipment, who is "Four Square" and willing to work; can make not less \$20,000.00 per year helping us to continue the breaking of all Life Insurance records. Great opportunity for the men who can qualify! From May, 1919 to May, 1920. Twelve months—one year—we wrote Ten millions Life Insurance. How? Let us tell you. We have the plans; we furnish the leads. If you can qualify, write or wire.

THE LIBERTY LIFE INSURANCE COMPANY OF KANSAS
TOPEKA, KANSAS

OHIO NATIONAL LIFE INSURANCE CO.

CINCINNATI, O.

NOW is the Golden Day of Life Insurance. It is the best time to get connected with a solid company and build a foundation for the future. Good business was never so easy to get. People believe in and are buying life insurance.

The Ohio National pays agents well for their work and backs them with all its power and facilities.

Territory open in Ohio, West Virginia and Kentucky, Tennessee, Michigan, Nebraska and Kansas.

A. BETTINGER
President

T. W. APPLEBY
Secretary and Agency Manager

A text book for beginners, a review book for experienced men, a book that every life insurance man should have—Jacob A. Jackson's "Easy Lessons in Life Insurance," \$1.00, including Quiz Book supplement. The National Underwriter, 1382 Insurance Exchange, Chicago.

Organized 1871

Life Insurance Company of Virginia

Richmond, Virginia

Oldest, Largest, Strongest Southern Life Insurance Company
Issues the Most Liberal Forms of Ordinary Policies from \$1,000.00 to \$50,000.00
and Industrial Policies from \$12.50 to \$1,000.00

Condition on December 31, 1919

Assets	\$ 20,700,133.74
Liabilities	18,650,203.62
Capital and Surplus	2,049,930.12
Insurance in Force	176,501,808.00
Payments to Policyholders	1,851,338.97
Total Payments to Policyholders Since Organization	\$23,840,173.80

John G. Walker, President

Chicago National Life Insurance Co.

10 South La Salle Street

NOW ORGANIZING

APPLICATIONS WILL BE CONSIDERED FROM COMPETENT
MEN FOR TERRITORY IN ALL PARTS OF ILLINOIS

THE PERFECT PROTECTION POLICY OF
THE RELIANCE LIFE

gives you something absolutely new and different to talk to your prospects. Gives you a chance to earn more money than you are now making.

Our Life Insurance Contracts contain the most up-to-date clauses known to the Insurance World. The Accident and Health gives full protection for at least a third less cost than regular casualty companies. Our agency contracts are as liberal as can be made.

WRITE AND WE WILL TELL YOU MORE ABOUT OURSELVES

Reliance Life Insurance Company of Pittsburgh Farmers Bank Building Pittsburgh, Pa.



State Mutual Life Assurance Company

OF WORCESTER, MASSACHUSETTS

Incorporated 1844

1919—SEVENTY-FIFTH ANNIVERSARY YEAR

For 75 years—far longer than the average life—the STATE MUTUAL has furnished unsurpassed protection and service.

Additions are made to our agency force when the right men are found.

STEPHEN IRELAND

Superintendent of Agencies

D. W. CARTER

Secretary

B. H. WRIGHT
President

Are You Permanently Established?

Write for Territory

Pennsylvania—Ohio—West Virginia

PHILADELPHIA LIFE INSURANCE CO.

PHILADELPHIA

SECRET OF OUR SUCCESS IS We have a contract for you under which your income will be limited only by your activities

A REAL PROPOSITION FOR A REAL MAN

FEDERAL CASUALTY COMPANY, DETROIT

Cash Capital, \$200,000.00

V. D. CLIFF, President



"SAFE AS A GOVERNMENT BOND"

The OHIO STATE LIFE

LIFE, HEALTH, ACCIDENT AND MONTHLY INCOME INSURANCE.

SEE → LATEST POLICIES AND AGENCY CONTRACT FOR FACTS
Operating OHIO, IND., KY., MICH. and W. VA. Write Columbus

OFFERS LIFE INSURANCE "BALLOT"

THE EQUITABLE LIFE OF IOWA has taken advantage of the interest in the political campaign to get out a very effective piece of advertising matter, showing the needs of

life insurance protection, in the shape of a sample ballot, with two "tickets" and the customary square for marking by the voter in front of each "candidate." It reads as follows:

SAMPLE BALLOT

VOTE RIGHT!

FOR BETTER CITIZENSHIP

To Which of These Parties Do You Belong?
THE EQUITABLE POLICYHOLDERS' PARTY

For Independent Old Age

Birthday Endowment to Provide Comforts for Old Age.

For Family Protection

Ready Cash to Maintain Unity of Family.

For Safety Against Disability

Disability Benefits with a Guaranteed Income.

For Business Preservation

Available Funds to Continue Business at Death of Partner.

For Security in Investments

Continuous Monthly Income During Widow's Life.

For Safeguarding Estate

Life Insurance Money to Pay Inheritance Tax.

THE THOUGHTLESS PROCRASTINATORS

For Independent Old Age

Old Age Dependence upon Friends, Relatives and Charity.

For Family Protection

Destitute Family When Premature Death Takes Away Provider.

For Safety Against Disability

Incapacity through Loss of Earning Power After Accident.

For Business Preservation

Lack of Funds to Purchase Dead Partner's Interest.

For Security in Investments

Loss of Income through Widow's Poor Investments.

For Safeguarding Estate

Diminished Estate from Burdening Taxes.

Today is Election Day for You. Cast your Ballot with Intelligence. A vote for the Equitable Policyholders' Party means a Better Administration in Your Own Little World.

State Life's Oklahoma Record

Eleven Oklahomans qualified for the \$100,000 and \$200,000 clubs of the State Life of Indiana and attended the annual convention at Indianapolis, but J. O. Mattison, state manager for Oklahoma, says that all of his salesmen attending the meeting wrote over \$200,000 and were eligible for both clubs. The leaders' personal production was: First, \$769,000; second, \$673,000, and third, \$512,000. All this was written the first eight months of 1920, Mr. Mattison says. Three of his representatives qualified for the \$500,000 club, and are W. W. Snipes, H. F. Stambaugh and J. C. Shivelor.

Life Notes

H. B. Miller has been made manager at the Denver branch office of the Travelers. He was formerly a special agent at Denver.

H. T. Beirkan, of the accounts department, Aetna Life, has assumed charge of a course of accountancy at the Hartford Y. M. C. A.

Leon Soper of the Phoenix Mutual Life, manager of its service department, has been elected as president of the Connecticut Society of Christian Endeavor.

R. R. Clark, manager of the Dallas branch office of the Aetna Life and affiliated companies, was a recent visitor at the Hartford office. With him was Mr. Penner, cashier of the branch.

E. J. Strickland, supervisor of agents of the Cleveland Life Company, spent last week in Michigan and expects to consummate several large contracts shortly as a result of the trip.

Raymond Peterson has been appointed cashier of the Bridgeport branch of the Travelers. Peterson was formerly a service man and also an active member of the younger circle of Hartford

Thirty-five agents of the Phil Grossmeyer Company, Portland, Ore., wrote 160 applications for a total of \$735,000 new life insurance in September. This guarantees their reaching the goal of \$1,000,000 for October.

J. Lawrence Day, special agent of the Travelers, has been promoted to manager,

life and accident departments, at Portland, Me. Lawrence L. Landers, assistant manager, has been promoted to manager at Duluth, Minn.

W. H. Hunt, president, and H. S. Sutphen, vice president and manager of agencies of the Cleveland Life, have returned from a week spent in the field, and find business still on the upgrade in the territory visited.

Two Harbors, Minn., has a population of 4,200. John A. Barton, Travelers agent there, who is also cashier of the First State Bank, has written \$202,500 worth of life insurance since Jan. 1, and has secured premiums of several hundred dollars on other lines.

Kenneth B. Case has been appointed cashier for the Springfield branch office of the Aetna Life and affiliated companies. Mr. Case succeeds H. G. Welcher, who has been transferred to the home office. Mr. Welcher was formerly cashier at the Philadelphia branch.

A new department has been instituted by the Aetna Life and affiliated companies known as the Advertising Service Department. It is being directed by Stanley Withe, formerly of the DuPont Companies. This department has already issued two handsome booklets entitled "Premium Pullers."

Goode & Anderson, newly appointed Virginia state agents for the State Mutual Life of Worcester, Mass., have taken offices in the Chamber of Commerce building, Sixth and Main streets, Richmond. They were formerly with the Connecticut Mutual as district agents in that city.

Life Agency Notes

C. L. Powdry, who for several years was cashier in the Farmers' Citizens Bank at Monroeville, O., has been appointed district agent for the Lincoln National for Huron county.

O. M. Graham, recently with the New York Life at Belfontaine, O., has been appointed district manager for the Lincoln National for Logan and Champaign counties, with headquarters at Belfontaine, O.

J. A. Hutchison has been appointed district agent for the Northwestern Mutual Life at Springfield, Mo. He is the son of J. E. Hutchison, general manager of the Frisco Railroad. Mr. Hutchison is a college graduate and has been in the fire and automobile insurance game heretofore.

MODERN BUSINESS GETTING METHODS

Big Men Easy to Approach With Business Insurance Propositions; Never Difficult to Find Suitable Prospects

By FRED J. KEATING
General Agent Security Life of Chicago at Streator, Ill.

HOW to find prospects for business insurance" is a question that puzzles every agent. Business insurance is really essential for the protection of everyone engaged in business, just as necessary as fire insurance protection if those engaged desire to perpetuate the business, and it is fast becoming an important factor in the conduct of big business to see that those upon whom responsibility devolves are insured. How to reach the men who naturally may be interested, is a matter of deep concern to every agent in search of big business prospects.

Big Man Is Often Easy to Approach

I feel that to approach big men, I mean big intellectually, is a much easier task than the average agent imagines. Those men as a rule are more easily approached than the little man who imagines he is big but lacks the genuine qualities that constitutes bigness. The big business man is as a rule courteous and affable. In many instances he has risen from the ranks of the physical workers, and reached financial success by sheer force of character, being thoroughly interested in all of the details of the business; energetic, forceful and industrious. Those qualities alone have placed them as leaders among men who are at all times ready to listen to the life insurance agent.

It is essentially necessary for those engaged in any enterprise or business of importance to carry business insurance as a precautionary measure because financial success is mainly dependent on those in charge of the investment and the operation of the business. Hence, it is vitally important to insure brains and energy against every possible loss. The necessity of fire protection for the home illustrates the greater necessity of life insurance, since there is a possibility that the home may never burn but it is allotted to every man to die, so that business insurance is the only dependable safeguard for business investments and incomes derived therefrom.

Business Policy Prevents Embarrassing Conditions

A large number of business concerns throughout the country insure their presidents for large amounts from \$100,000 to one million dollars. This money being paid at the death of the insured prevents embarrassing conditions and allays the fear of creditors. In many cases it avoids the necessity of a sale of the property to liquidate its debts. Again the heirs of the deceased member of the firm may demand a settlement, and a business policy precludes the possibility of a forced sale to raise the money necessary to meet this demand when otherwise it would entail a great sacrifice to the business or estate.

A business policy in the event of the death of one partner is a ready asset providing ready cash to meet all immediate demands and safeguard the credit of the individual partner or firm. In fact, all life insurance may generally be classified as business insurance; the object is the same—the protection of investments, business, the home and the family. The only legacy left by over 80 percent of those who die is the insurance purchased through the earnest solicitation of energetic men and women who represent the various in-

surance companies and organizations throughout the country.

How to Gain Confidence of Prospective Applicants

How to gain the confidence of the prospective applicant is always one of the great puzzle questions for the agent. Every man in the insurance business as a matter of fact adopts some special system of his own by which he hopes to succeed. There is no doubt that many of the old methods that have proved successful in the past are today being successfully followed by the majority of business-getting agents, in the good work. Among the necessary essentials for getting business is a complete confidence in the company you represent and a perfect knowledge of the contracts you have to offer your prospect, together with the firm conviction that your profession is of the high order and second only to the church itself in the matter of doing a noble work. Lacking this conviction, you cast aside your first great asset that is absolutely necessary to success. To become enthusiastic in your work you must build on a strong foundation as suggested, feeling that every man is a prospect and it is your special business to preach the gospel of thrift to him that he may see the light as you see it. Your method of approach and your earnest appeal to his greater consciousness in many instances will gain the confidence and friendship of the prospect.

I recently succeeded in writing a progressive young business man a policy

of \$50,000 in my first interview. Like all other men who succeed in life, every minute of his time was taken up. We accidentally met on the street and after passing the usual congratulations he asked the question, "How is your business?" And, "Why don't you let me sell you a nice farm?" He is a real live real estate agent and loses no opportunity to sell his goods. So I am going to give you the conversation as nearly as I can recall it. Now he said, "You are in the insurance business, a very laudable work, but if you can only purchase a farm you will be the luckiest insurance man in town. I have a fine quarter section worth \$50,000 which you may have on a cash payment of \$20,000 with ten years time on the balance at 6 percent." "My dear friend," I responded, "I surely would be delighted to make the purchase you suggest, but I am short of the necessary cash to begin with and it is my sincere hope that some day I may be in the position to make such a deal with you."

Agent Has Valuable Property for Sale

Then at this part of the conversation, I remembered that my friend lost no opportunity to talk his line of business and that I was an insurance agent. So it came to my turn to make a suggestion as follows: "I have a valuable piece of property for sale that can be bought on much easier terms than those you suggest and I know you are able to buy it and you certainly ought to have it. The property I refer to is also worth \$50,000. The terms are only \$2,000 cash with nineteen annual payments of a similar amount without interest. We will give you the deed in advance so that after you have made the first payment should you happen to die we will guarantee to sell or dispose of the property at once and give the

\$50,000 in cash to your estate. We will not deduct the balance due as would be the case in the real estate deal you suggested. Again, our deed or contract will also specify that if at any time during the 20 years you become permanently disabled by sickness or accident your payments on the contract will cease, and we will pay you during the disability period an annual income of \$5,000 and if you should live over ten years we will then have paid you the full value of the property and should you die in the eleventh year we will then pay your estate another \$50,000 and again if death should be the result of an accident we will then pay your estate \$100,000. This is the property you should buy since you may have it on easy terms and you can afford to buy it to protect your business and your estate. The property is on the market today but tomorrow your opportunity may be gone—why? Because you may die."

"Oh, you are now talking life insurance."

"Yes, that is exactly what I am doing."

"Will your company issue a contract such as you have suggested?"

"Yes, sir, practically so and if your health is good we will be glad to get it for you."

Too Many Agents Loafing on Job

I had my friend examined, his health was fine and I got him the contract. He looked it over carefully, gave me a check for the premium and thanked me with this remark:

"You insurance men don't appreciate the great work you are engaged in or every one of you would work like Trojans from morn till night among the people, preaching the blessings of life insurance, but instead of keeping everlastingly at work you loaf on the job. Many of you are indifferent or lazy and many poor families are left dependent because of your indifference." I thought he was right, don't you?

See Younger Partners First in a Canvass On Business Insurance

In selling business life insurance, involving two or more partners, it is advisable to first put the proposition up to the younger partners and after their consent has been gained approach the senior member of the firm. The insurance should be solicited on the life of the older man but the younger partners must be won over to the idea first.

In business insurance where there are a number of partners concerned there is always more or less selfishness involved. If the older man is approached first he will decline the insurance because he is not concerned with what happens to the firm after he is dead. He will probably say that he has given the best years of his life to build up the business, and if his partners are not capable of maintaining it after he is gone then the business deserves to fail. This is a natural attitude. He does not realize that he is the backbone of the institution, and that his sudden death will leave his associates bewildered and incapable of carrying on the work.

For this reason the younger partners must be made to see the need of business insurance, and their influence can then be used in persuading the older man. They must be shown that the older partner must necessarily die first and that his death will be costly to them. If he is not a big enough factor

SALES MANAGER'S TIPS TO SALESMEN

Some Valuable Observations Offered by William Britigan, Head of a Real Estate Selling Organization

GRENVILLE HOWARD, field editor of the New York Life, calls attention to some advice given by William Britigan, the well known sales manager. He was formerly connected with the sales department of the National Cash Register Company in Dayton, O., being an office boy when Mr. Howard was associated with the sales department. He is now at the head of one of the live real estate selling organizations in the country, having 25 sales managers under him. Mr. Howard says that it is a policy of Mr. Britigan that the business is just what the salesmen make it. At a recent salesmen's meeting, he made these observations:

"If salesmen would only realize the importance of concentration in selling there would be more successful salesmen and fewer failures. Concentration means applying yourself to a certain thing to the exclusion of all else. It is said that Napoleon never divided his attention to the subject he had in hand. He dropped all other considerations, all other things, and concentrated on the job immediately before him.

* * *

"A salesman should pick out the work he wants to do, and then concentrate or apply himself completely to that one thing. Shut out all side issues and side lines. Shut out all other considerations. Make up your mind that the business you are in is your business. Concentrate on that business to the exclusion of everything else."

"Concentrate on one prospect at a time. In making a sale concentrate on what you are saying to the purchaser. If he gets off the subject bring him back to the job in hand. This will help him make up his mind to buy."

"Concentrate on one property at a time. Don't try to handle two or three properties at a time. Concentrate on the particular lot that you have in mind to sell a certain purchaser. Don't take the purchaser out and say: 'Here is the subdivision—what would you be interested in?' Pick out the one lot that you think it best for him to buy, and then concentrate on that lot."

"Concentration is the greatest factor in selling success. It means not to scatter. It means showing your ability as a sales general. Don't fritter away your time. Concentrate on what you are doing."

* * *

Mr. Howard comments as follows:

"Mr. Britigan's remarks were of course intended to help his own men sell real estate—but the force of the advice applies to insurance salesmen just as well. The fact is that too few really concentrate. Isn't it true that you try to cover too great a surface with too small a brush? You rush around here and there making calls, forgetting that it is applications, not calls, that pay the grocer and the meat man. Instead of building up a strong case around one talking point, it is a common failing to try to cover everything, and in reality hit nothing. It doesn't pay. Britigan knows. Why not take a leaf from the experience that has made him a big success?"

in the business to cause any great financial loss through his death, then it should be pointed out that his widow or other beneficiaries of his will may demand the liquidating of the business in order to get what is their just inheritance.

There have been many business institutions that have crashed to the wall over this route. When a certain portion of the business is demanded by the widow of one of the partners and that portion must be in cash, there is nothing left for the other partners to do but liquidate. If they protest, they will have a law suit on their hands

which they will eventually lose, thereby increasing their liability by the amount of the court costs.

Once the younger partners have been convinced of the advisability of business insurance, it will be an easy matter to get the older one to consent. Even though he is prejudiced against life insurance, the opinion of his partners will force him to give in. Some of the members of the concern may protest against the insuring of the older man because of the added cost, but it should be pointed out that while the cost is greater the business will be benefited more in the long run.

SELLING SIDE OF LIFE INSURANCE

THE Manhattan Life in a recent word to its agents advises them not to shun the small policy. It is good business of course to get the large cases and in these days policies are being written for proportionately larger amounts than ever before. The increasing cost of living has brought this about. Many agents, however, seem to think that it does not pay them to bother with any application less than \$5,000. Yet in their work they must realize that they are not only in the business for making money but they have a big duty to fulfill with people with whom they come in contact. The man who can purchase \$1,000, \$2,000 or \$3,000 is perhaps in greater need of protection than the man who can afford to pay for a \$25,000 contract. It may be that a man cannot afford to specialize on soliciting those who can afford to buy but small policies, yet there comes a time when the small prospect should not be overlooked and he should be solicited. In commenting further on this subject the Manhattan Life says:

"It is the little things which count in life insurance as well as in life and

it is the small policies industriously piled up day by day and week by week, which make or break the record of an agent.

"Industry applied to the soliciting of small policies means intensive effort of the right kind which means dollars as well as applications.

"Life insurance today if successfully solicited means attention to what seem to be merely details, but really are the important fundamentals of the business which cannot well be disregarded by either the experienced agent or the novice.

"Once there was an agent who had worked for several companies but never seemed to be appreciated. He drifted from an old company to a new one because of the peculiarly advantageous commission arrangements which he thought he could make. He found it harder to sell insurance for the new company than for the old established one and discovered that it did not mean much at the end of the week to have a favorable commission arrangement and not be able to collect anything under it.

"Many agents have made this mis-

take and regretted it afterwards. An agent who can sell for the company he is with now has a better chance to increase his yearly production than if he begins to shift from pillar to post with the idea that more favorable contracts and better commissions will increase his selling ability.

"Coming down to the final analysis, the man himself has his own fate in his hands all the time in the selling game under discussion. If he works he reaps the rewards of his efforts. If he soldiers on the job, the results are those which might be expected.

"The efforts which are used in landing small policies must not be considered wasted because the rewards for the work undertaken are not as big as if the policies were ten times greater. The small prospect is entitled to consideration and the agent has performed his function in his chosen calling by selling the right sized policy to the man with a slender pocketbook.

"The chances are that the man who paid for this insurance is fully as appreciative of his policy as the man with much more money, while the family of the former is being given the benefit of a form of protection which has never been duplicated in any business scheme ever evolved.

"Therefore do not shun the small policies because they are small or the prospect who needs the protection most. It will pay to insure everybody within your reach. Besides, it is your duty to do so."

ONE company declares that if there were no Monday mornings or holidays the business of some agents would be increased 100 percent. It says that it is the starting again each day which is the prime bugaboo for many a solicitor. If he could only feel in the morning the way he did at the close of the day just ended it would be a different story. Continuing the company says:

"Like the man who is taking his in-

itial dip in the ocean, it is not so much the doing of the thing as in making the start. There are lots of good finishers who admit that they are poor starters. Yet some agents who recognize this failing of theirs, are the ones who after they have successfully handled a case, decide to rest on their oars for the balance of the day, and thereby lose that very driving power which they have found it difficult to summon when they particularly wanted it.

"It is no particular advantage to an agent to be a good finisher if he can never get started. He is sure to waste so much time getting up steam that the day is half gone before he has hit his stride. The remedy for this situation is to be constantly at it.

"By this it is not meant that a life insurance salesman should work himself out and pile on additional calls when he is physically in need of diversion or rest. Not at all. It simply means that while he is canvassing that he should throw his heart and soul into the work. Then when he feels that he has done his best for the day, let him throw the worry off his shoulders absolutely and play for a time just as hard as he worked. He will thus be in better trim for the following day's work and the results that he will be able to achieve will by no means be insignificant."

Cleared of Twisting Charge

COLUMBUS, O., Oct. 20.—Under a decision just rendered by Superintendent Crew, Bert H. Davis, of the Adams Insurance Agency Company of Warren, O., charged with twisting or trying to twist a New York life policy, has been freed from the charge, the ruling of the superintendent specifically stating that his status as an agent in good standing is not disturbed. The case has been pending for several weeks and after a careful investigation, Mr. Crew ruled in favor of the agent. The license of Davis as agent for the Aetna Life was not disturbed.



THE EQUITABLE'S
COMPLETE CIRCLE OF
PROTECTION

A CONTRACT FOR EVERY NEED

THE EQUITABLE LIFE ASSURANCE SOCIETY OF THE U. S.

120 Broadway, New York

W. A. DAY, President



**The Provident Life
and Trust Company
of Philadelphia
(Penn.)**

Provident agents are selling not only protection but satisfaction.

The policyholder who matures a Provident Long Endowment is a center of Provident influence in his community.

PROTECTION + THRIFT = SATISFACTION

"THE COMPANY OF CO-OPERATION"

**DES MOINES
LIFE AND
ANNUITY
COMPANY**

We will insure the whole family!
Any plan, any age, either sex!

This is a service our men
appreciate these days.

If it appeals to you, write

**HOME OFFICE
DES MOINES (R-T Bldg.) IOWA**

**TERRITORY
IOWA** **SOUTH DAKOTA**

MR. AGENT!

Do you care for **QUALITY**, not
SIZE? Age, Sound Experience.
Low Cost, a Splendid Record
for 70 years?

Then why not take a General Agency
in its HOME STATE for

**THE ST. LOUIS
MUTUAL LIFE**

OUR AGENTS AND POLICY HOLDERS
STICK! WRITE THE HOME OFFICE

A Penn Mutual Premium, less a Penn Mutual Dividend, purchasing a Penn Mutual Policy, containing Penn Mutual Values, makes an Insurance Proposition which in the sum of all its Benefits, is unsurpassed for net low cost and care of interest of all members.

**The Penn Mutual
Life Insurance Company
of Philadelphia**

On January 1, 1909, Rates Were Reduced
and Values Increased to Full 3% Reserve.

**Trying Not to Break
Connection in Canvass**

A LIFE man said the other day that many new men starting out to solicit life insurance are in much the same position as a man taking his first try in operating an automobile. He is very nervous, does not know what to do and is liable to put his foot on the wrong device and is not at home at all. It takes some time to become accustomed to one's environment and the requirements. This man said, for example, that frequently when a new man was talking to a prospect and got the latter's attention, he was afraid even to reach in his inside coat pocket to get an application blank and spread it out because the connection might be broken.

In other words, he feared to divert the man's attention even to that extent. He said that in the case of these new men he had a typewritten form attached to the front of the application blank, a brief summary of the proposition being made, showing some of the salient features. This would enable the new man to hold the attention of the prospect and then the application could be readily unfolded. It is a simple sheet of paper just the size of the application blank, but attached to it with a clip so that it can be easily taken off.

**Life Insurance as
a Part of the Will**

When one studies the statistics as to wills, he finds that the percentage of broken wills is quite high. There may be something ambiguous about them or some designing person may attempt to break a will. A will therefore is exposed to much danger. Life insurance men in order to make a will iron clad and unbreakable suggests that the will be made part of the life insurance contract, so far as the disposition of the life insurance is concerned. This will settle that question at least. Furthermore, a man can then purchase life insurance and feel secure. If his will is made part of the life insurance contract, his wishes will be carried out, but there will be no breaking of the will and his plan for his heirs will be followed.

Chicago License Cases Continued

That there will be some difficulty and no little confusion in the attempt of Chicago city authorities to enforce the recently enacted brokers' license ordinance was evidenced Monday when the cases scheduled to come up before the license branch of the municipal court for violation of the ordinance, were either dismissed or continued.

The suit against Fred B. Mason, general agent of the Aetna Life, and Harry A. Davis and J. D. Taylor, brokers who place their insurance with Mr. Mason, was reported at the city prosecutor's office as continued until Nov. 15. E. H. Carmack, general agent of the State Mutual Life, and Harve G. Badgerow and N. J. Westerhold of the Rockwood-Badgerow Company, named in a second suit, were scheduled for a hearing Monday afternoon, but the cases were non-suited upon presentation of evidence that licenses had already been procured in the name of the company.

The action in dismissing the suit establishes a precedent which may prove dangerous in the future enforcement of the ordinance. The question now arises as to whether a person is exempt from payment of the license fee if the office or concern which employs him carries a brokers' license. If the decision in the Rockwood-Badgerow Company is to be abided by all persons connected with brokerage houses having a license in the name of the concern, and who place all of their business with the office which they represent, are not required to take out a license.

The Test of Service

The ultimate success of a life insurance company depends upon what those who have bought its policies in the past think of the service they have received. The Massachusetts Mutual passes this test with flying colors. Over \$45,000,000, or 35%, of the business delivered last year was on the lives of men and women already insured in the Company.

**JOSEPH C. BEHAN, Superintendent of Agencies
Massachusetts Mutual Life Insurance Company
Springfield, Massachusetts.
Incorporated 1851**

The Farmers & Bankers Life Insurance Company

Largest volume of business—Greatest amount of assets—Largest yearly production of any Kansas life insurance company. Truly it

LEADS THEM ALL IN KANSAS

Home Offices

Wichita, Kansas

WANTED

A General Agent for Cincinnati

By

**THE MIDLAND MUTUAL LIFE INSURANCE COMPANY
of Columbus, Ohio**

Look up the record of this Company, then write the Secretary for particulars. Here's a life-time opportunity for the qualified man willing to work.

Great Republic Life Insurance Company

LOS ANGELES, CALIFORNIA

Capital, \$500,000

Fully Paid

GREAT OPPORTUNITY FOR LIVE MEN

H. S. BRIDGEWATER
731 Railway Exchange Building
Kansas City, Missouri
Mgr. Missouri and Kansas

J. R. RAILEY
807-8 Southwestern Life Building
Dallas, Texas
Mgr. Texas and Oklahoma

W. H. SAVAGE, Vice-President and Agency Director

THE FARSEEING AGENT KNOWS



The demonstrated values offered your prospect WILL GAIN HIS CONFIDENCE.

MUST WIN ALL THE TIME

YOUR NAME HERE

Advertising Pencils Build
Good Will and Bring Results

Turn your prospects into customers and your customers into friends by presenting them with high-grade Advertising Lead Pencils, printed with your advertisement. No other advertising specialty costing so little money is so useful to everybody—so sure to be kept and used—so certain to make a favorable and lasting impression on the minds of those who get them. Samples and quotations on request.

An "Ad" in the hand is worth 1000
in the waste basket

**NORTH AMERICAN
PENCIL WORKS**

501-509 Plymouth Ct. CHICAGO

FEDERAL UNION LIFE Insurance Company

Cincinnati, Ohio

has just issued a very interesting booklet
"Suggestions for Increasing
Your Income"

and would be pleased to send a copy to every
Life, Fire and Accident Agent in

Ohio, Illinois and Kentucky

Agency Openings in Indiana

for men who are ambitious
to succeed

Popular Priced Policies

Specimen Rate

Age 30 ————— \$14.28

**NATIONAL LIFE
ASSOCIATION**
Des Moines, Ia.

"SOMETHING NEW FOR AGENTS"

*National
American
Life
Insurance
Company*

Burlington, Iowa

FOUR-MINUTE SELLING TALK

B. A. Notzen, St. Joseph, Mo., Wins New York Life Prize in Recent Contest

B. A. NOTZEN, of the New York Life at St. Joseph, Mo., won the first place at the recent Saratoga meeting of the \$200,000 Club in the contest for the best four-minute selling talk. He brought out a number of points in this talk that are well worth reading. Mr. Notzen said:

As I see it, the essential requirements for successful salesmanship with the New York Life are a thorough knowledge of our company, of the contracts the company is in a position to offer to the public, of the exact conditions existing with the people we submit our proposition to, backed by an overwhelming love for our business and our company, and an absolute determination to succeed, coupled with the proper effort exerted in succeeding.

* * *

With this equipment, if we are to increase our production, we must constantly improve on these two important factors—

First.—The number of intelligent heart-to-heart talks we have daily.

Second.—The knowledge we have of our prospects before the interview.

That these two are the important factors needing more attention for increased production is easily proven by the results of this wonderful sales organization—212,000 applications in a year's time by 5,500 men, means an average of about 40 applications per man for the year's work. There are three hundred working days in the year. If we averaged four heart-to-heart talks per working day, per man, that would mean only one application secured out of every 30 heart-to-heart talks made.

* * *

Does not this prove that either, First, there are not enough heart-to-heart talks made daily, or, Second, there are not enough closed cases to heart-to-heart talks made?

Now, how can we increase the number of heart-to-heart talks daily, and how can we get a greater number of closed cases for heart-to-heart talks made?

My suggestions are these:—To get a greater number of heart-to-heart talks daily, instill into the minds and hearts of your policyholders, your relatives, your friends, the same appreciation of your company and the good your company is doing for humanity that you have instilled in your own mind and heart. If they sufficiently appreciated these facts, they could and would lend willing hands to aid you in your work, by giving you full and detailed information about their relatives, friends and business associates, which would place you in a position to make an intelligent canvass among these prospects. In fact you would have daily more people to talk to than you could possibly get around to see.

* * *

To improve on the number of closed cases for interviews made, I suggest that you secure, before you have your interview, a full and complete knowledge of your prospect and the exact conditions existing with that prospect, so that you are in a position to intelligently present your proposition so that it will properly cover him and the conditions existing with him.

* * *

Let me illustrate this phase of the work by an experience I had that will bring out the point clearly to you:—

I was doing joint work with an agent who knew the territory, in which I was a stranger, so I depended on him to post me on the conditions surrounding the prospect. The first party I talked to was a farmer. The agent told me this farmer was married, had one small child, owned 200 acres of land and owed \$10,000 on the place, so I made my talk along this line: "Mr. Smith, about 90 per cent of business

men make use of credit, so if you are using borrowed money in connection with your work, you are doing what the majority of business men are doing. Now, if I came to you as a banker and said, 'Mr. Smith, you are now paying 6 per cent interest but if you will pay 9 per cent interest instead of 6 per cent, I'll guarantee to cancel the debt in case of your death, and if in 20 years from now, when you are ready to retire, you pay off your debt, I'll refund you 2½ per cent of the interest so you will be out only 6½ per cent interest instead of 6 per cent interest, would you be interested?'—'I might.' "All right, sir, then look here"; and I made my explanation of a New York Life policy and how it would cover him and his condition and it netted a \$10,000 application.

Leaving this man we went to his neighbor, the agent saying that con-

ditions were about the same. I made my introductory talk the same as in the first case, but this man said he would not be interested. I then dwelt at length on the advantage of having the debt paid immediately after the death of the bread-earner, without placing the burden on the shoulders of dependent and helpless survivors. I showed examples of property lost by the bread-earner's premature death with indebtedness against the place that the survivors could not take care of and I made no impression, so, after an hour of fruitless work, I finally gave up and after leaving I expressed my disgust with the man for being willing to take a chance on putting such a burden on the shoulders of a helpless wife and babe. The agent said, "Well, I guess it's my fault for saying conditions were about the same; I meant he was a farmer and had a wife and child like Smith, but this man is not in debt, so your talk did not apply to him. In fact, he has just sold some land for \$20,000 and is now figuring on how to invest it."—Ye Gods! What a fool talk I made under those conditions.

EDUCATION BY CONTACT

BY R. W. STEVENS
Vice-President Illinois Life

Do you realize how much we learn by contact—by merely coming into touch with things and people?

You probably have never given any particular study to automobiles, yet when you come to think about it you have a fund of information about motor cars that is really amazing.

The most successful men are those who are learning something every day, not out of books but out of their comings-together with other men. No man has a greater opportunity for education by contact than has the salesman of life insurance, since it is in the line of his occupation and duty to be coming into contact with all kinds and conditions of men every working day; and there is no gainsaying the fact that the best educated, most capable and successful solicitors are those who come into business contact with the most people.

* * *

When you entered life insurance work you learned how to sell policies by going out, seeing people and trying to sell them, and unless your first experience was different than that of the most of us you did your practicing with the \$1,000 policy, and perhaps you are still numbered among that splendid army of small-policy writers who have never learned to sell the larger policies simply because they lack the courage to go after the larger prospects.

When you stop to think about it, the only reason you get nervous and are unable to make a good strong insurance canvass when talking with a man who ought to be a good prospect for a large policy is that you haven't had

sufficient education by contact with the bigger business men to make your nerve just as steady, your arguments just as clear and concise when urging the purchase of \$25,000 of insurance as is the case when you are talking about the \$1,000 policy with which you are so familiar.

* * *

The same arguments that win the applications for \$1,000 win the applications for the larger policies, therefore, if you will just make it your business to educate yourself to the writing of the larger policies by getting into contact just as often as possible with those able to invest in large amounts of insurance you will in time be writing five, tens and twenties where you are now writing ones, and these larger policies will be secured with no greater effort.

Just remember that "You can't lose what you haven't got." By trying your hand, therefore, from time to time on the soliciting of the bigger prospects you will lose nothing if you fail to get the application and you will have the satisfaction of knowing that you are adding to the education and experience which will one day mean that you are just as well fitted and qualified to handle a big business man for insurance as you are now qualified for the handling of the \$1,000 and \$2,000 prospects.

The life insurance salesman's education must be gained by contact, and proficiency in the sense that it means the sale of the larger insurance policies is measured by the class of insureds with whom contact is had.

HOME LIFE INSURANCE CO.

NEW YORK

WM. R. MARSHALL, President

The 60th Annual statement shows admitted Assets of \$37,780,735 and the Insurance in Force \$185,755,819—a gain for the year 1919 of over \$27,000,000. The insurance effected during the year was over \$40,000,000, or 63% more than in the previous year. The amount paid to policyholders during the year was over \$4,388,000.

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- ¶ Pays equal compensation for equal work.
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